The Coin Machine Review

DECEMBER, 1941

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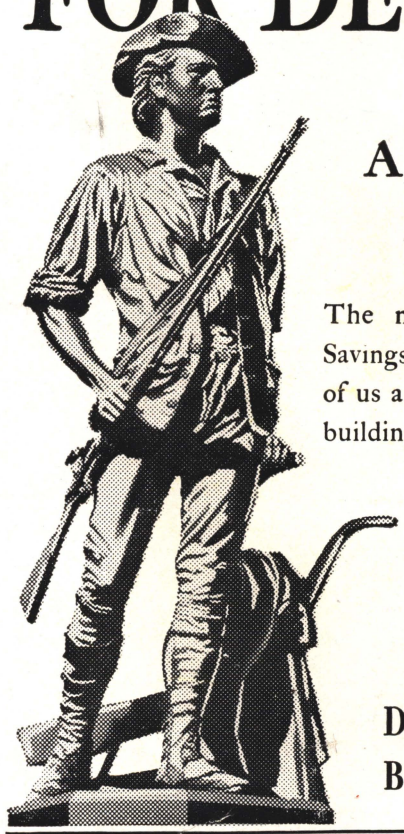

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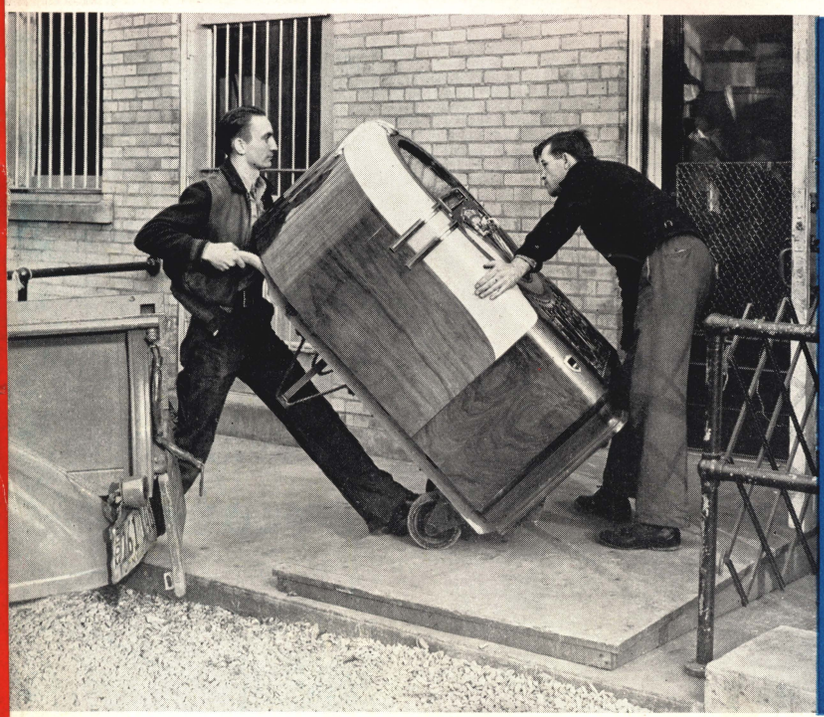

2 "THEN IN MANY CASES THE LOCATION OWNER CHANGED HIS MIND WHEN A WURLITZER MUSIC MERCHANT CALLED ON HIM, AND PUT IN A WURLITZER ANYWAY."

Any Wurlitzer Music Merchant who has operated other phonographs will tell you, "It's easier going and far more profitable to offer your locations Wurlitzer Phonographs."

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name WURLITZER"

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IN PHONOGRAPHS IS

WURLITZER

REG. U.S. PAT. OFF.

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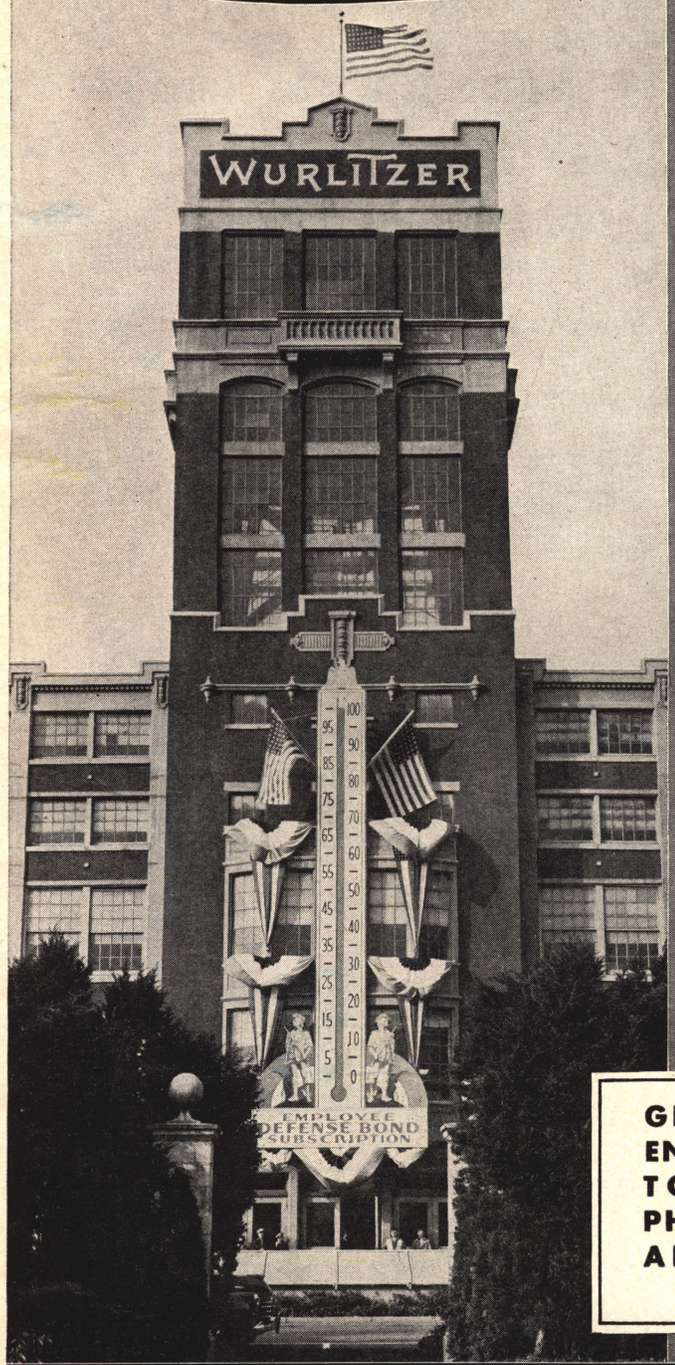

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GIANT THERMOMETER OVER MAIN ENTRANCE TO WURLITZER'S NORTH TONAWANDA PLANT RECORDS PHENOMENAL SALES AS EMPLOYEES ANSWER UNCLE SAM'S CALL TO "BUY A SHARE IN AMERICA."

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A Name Famous in Music for Over Two Hundred Years

The COIN MACHINE REVIEW

For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!

Side Notes...

For a good many years we've been writing Christmas Editorials for THE REVIEW—but instead of getting easier, as does the usual oft-repeated task—this part of our job grows increasingly difficult. Of course the fault isn't ours, but the world's—because it makes a chap look foolish to write about "peace on earth" when better than half of said earth is celebrating Christmas with hand grenades instead of plum puddings.

However, just about the time you decide there is no use trying, and that Christmas, too, can go by the boards, some proud mother invites you to a Christmas song fest at the local Sunday School, and you take heart and new courage from the indominable optimism of youth. There is something about a group of youngsters—with shining faces, and high treble voices, singing the old, old songs, that is a balm to the sorely tried.

So once again we have Christmas. The scene out your window may be white or may be dark; the skies above us may be blue or may be gray; the world we live in may be sane or may be crazy; but this much is certain . . . we still have Christmas and something to be thankful for in the good old United States.

Christmas is a day set aside from all the other days of the year. It is a day when human hearts soften, human minds think kindly, human souls embrace the generous philosophy of "peace on earth, good will toward men."

It has been that way for nearly 2,000 years. It will be that way this year. It shall continue to be that way for our children and theirs. That is why we are devoting this space this month to a good old fashioned wish for a very Merry Christmas for every one of our readers and the sincere wish that the New Year will hold abundant blessings for all.

Paul Blackford

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Cover—

Marjorie Raymond, featured dancer in motion pictures and night clubs and with a four month stay at the Pirate's Den, Hollywood, just tacked on to her long runs, eyes the little old gentleman with the big tummy as much as to say "What have you for me this time, old feller?" Marjorie was featured as a Spanish dancer in the Techniprocess movie of "Love Song of Renaldo" which Associated Producers Distributing is now supplying to coin-operated-movie machine operators.

THE COIN MACHINE REVIEW
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1942 Show Called Off as Nation Declares WAR On Japan

LOS ANGELES—The 1942 Coin Machine Show in Chicago, sponsored for many years past by Coin Machine Industries, Inc., has been called off as a result of the nation's declaration of war against the yellow slickers of the East . . . the Japanese nation. Decision to forego the 1942 Show was not as a result of a crippled campaign by the industry's second weekly but by the sudden turn of events which made such a decision advisable.

In a wire to THE REVIEW on December 10th, James Gilmore, secretary-manager of Coin Machine Industries, Inc., said:

"Our directors met last evening and passed a resolution cancelling the 1942 Coin Machine Convention and Show. Copy of resolution and our announcement will be airmailed to you today"

The Directors of CMI are to be commended for this decision in the face of conditions existing today. To conduct a Show in 1942 would no doubt spell doom for the entire Coin Machine Industry. THE REVIEW, voicing the opinions of countless operators from coast-to-coast, commends the CMI directorship for this timely step to protect an industry representing an investment of countless millions.

What's Happening on the Coast?

No doubt the Coin Machine fraternity at large is interested in just what is happening in the Industry on the Coast and how operators, jobbers and distributors are faring in the present emergency.

THE REVIEW made a hasty survey just as this issue was going to press, and after three consecutive nights of blackouts up and down the Coast, and is pleased to report that western coinmen are calm and determined to continue on as in the past, accept the slight inconveniences that all of us must suffer, and continue to take advantage of the opportunities at hand.

In San Francisco THE REVIEW office checked with all local distributors and as many operators as possible and found them doing business as before and only suffering slightly from lost business in their locations when complete blackouts were ordered.

In Portland THE REVIEW office reported by long distance telephone just a few minutes before presstime that the coinmen in Oregon are girded for the worst and are not complaining the least about current blackouts. The Jack R. Moore organization with headquarters in Portland, told THE REVIEW that regardless of what happens "we'll continue as in the past . . . offering what is available and aiding the operators in every way to gain the maximum from the equipment they are operating."

In Los Angeles, where more than 20,000 Japanese are centered in our famed "Little Tokio," all places of business have suspended operation resulting in a complete loss of revenue for operators having equipment in these particular establishments. As time goes on many of these places will reopen, with government permission, and will again become lucrative spots for coin-controlled equipment.

In Seattle THE REVIEW correspondent reports "business as usual" with only a few operators suffering from the clamping down on Jap spots in the city.

What's Ahead?

The January Issue of THE REVIEW will bring to the operators of the nation a "1942 Show In Print" for it will present the equipment now available, frank comments on what can be, and cannot be obtained, and just how operators must plan for the future. ◆

A group of Buckley representatives discussing the optimistic outlook for sales during the coming year, at a recent meeting in the Buckley offices at Chicago. Left to right, De Witt (Doc) Eaton, Factory Eastern District Sales Manager, F. H. Parsons, Vice-President, Barnet (Shugy) Sugarman, New Jersey District Sales Manager, Jerry Haley, Sales Promotion Manager, Willie (Little Napoleon) Blatt, New York City District Sales Manager, H. R. Perkins, Factory Sales Manager.

To Our Many Friends and Customers—

A Merry Christmas

We are deeply appreciative of your loyal support and valued patronage during the year just coming to a close. We hope that it will be our sincere pleasure to continue to serve you with PACKARD PLA-MOR PRODUCTS as well as the moneymakers from the leading manufacturers in the year ahead.

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For further information, visit Booth 160, Room 609, or write

NATIONAL SLUG REJECTORS, Inc.

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French Industry Under Wraps

MARSEILLES, France—Still in effect is a law, adopted in July, 1937, prohibiting the operation of all machines from which any profit could be obtained. In consequence, according to the report of Rene Godin, editor of *La Revue de l'Automatique*, trade paper formerly published in Paris, the French coin machine industry is actually in a very low state.

War's outbreak meant the calling up of all men from 20 to 50. Operators thus were compelled either to leave their machines where they were or to put them in storage. A very few machines continued to be placed on location during the war.

With the suspension of hostilities a great many machines went back into circulation. Cafes contain football games, pin tables and some phonographs, but all these machines are obsolete, from the viewpoint of American manufacture, since nothing has been imported since the war began. All import firms have been closed by their inability to get merchandise; many of these were managed by Jews who have been expelled from France's commercial life.

Although phonographs are popular, their price, 35,000 francs each, corresponds to 70 weeks' work of a factory workman, and only well-to-do operators can afford them. Moreover, they must be placed in the very best locations.

Demand for other equipment is constantly increasing, but firms able to meet the demand are scarce. Employers who were not imprisoned—and many are still in prison—remained for the most part in the free zone where they fled at the outbreak of the war.

Godin's publication acted as an intermediary, before the war, bringing buyers and sellers together, and Godin himself was a pivot of the coin machine industry in France. Although he has not yet been authorized to resume publication, he has kept in close touch with his former subscribers and friends who still look to him for information, who still hope for equipment even though none can be imported and none can be manufactured.

"I have the impression," Godin writes, "that, once the war is over, there will be a fair opportunity here for American firms which they should not neglect, the chief reason being not only the great demand but the real impossibility of manufacturing ourselves."

Godin expressed a hope that in the near future it will be possible to resume trade relations with all his friends in the United States and that it will also be possible for him to attend, as in the past, the "grand and magnificent exhibitions" held in the United States. ◆

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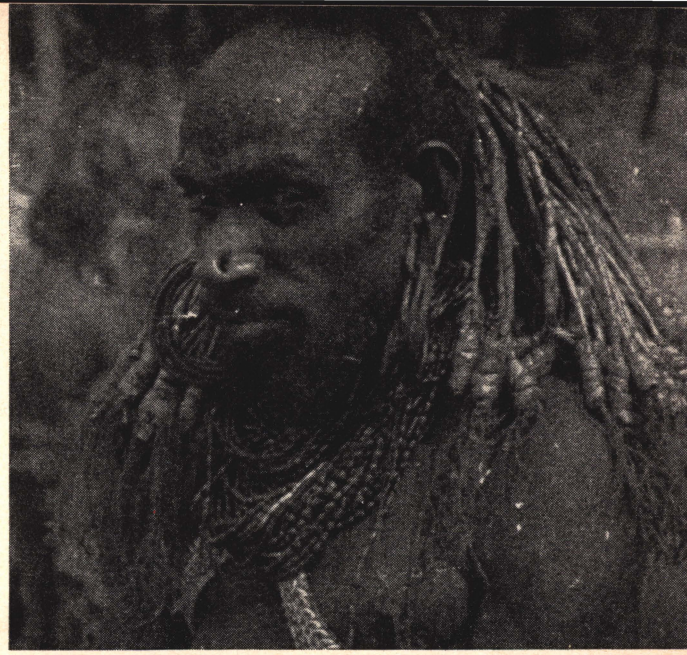
An Encounter With the Man-Eating Savages of Malaita



A nose-punctured cannibal warrior from the hill country of Malaita, where few white men have ever explored or penetrated.

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An Out-of-the-Industry Feature
by
Lieut. Harry E. Rieseberg

Internationally recognized as the foremost authority on sunken treasure ships and world-record retainer for depth salvage in an all-metal deep-sea diving robot.

AS the Englishman heard me coming up the steps to his verandah he put down his book and pulled the battered stem of his pipe from between his teeth. "All set, Lieutenant?" he asked.

"Yes," I replied, "we're leaving. I don't know when I'll be back in Papua again, Masters — maybe never — so I thought I'd better stop in and say farewell to you."

"Glad you did, old man. Here, sit down a minute and we'll have a little chat."

I eased myself into a creaking wicker chair while my friend shouted for his houseboy. Then Masters turned back to me. "So you're off for Brougham Shoals, eh?"

"Yes, Masters," I said, "we're headed that way."

"Well, I wish you success, Lieutenant." His eyes narrowed as he looked off across the Coral Sea in the direction of the far distant Solomon Islands. "Bad country down that way," he said.

"Hurricanes?" I suggested.

"Not that so much — it's the natives I'm thinking of. Damned wild lot in parts of the Solomons — cannibals in some places. Brougham Shoals is all right. You won't have any trouble there, but stay away from Bauro or Malaita — unless you haven't any choice."

Masters had been British Deputy Commissioner in charge of the Solomons for several years so he knew what he was talking about, but I just grinned at his warning. "Don't worry about me," I told him, "I can take care of myself."

"I suppose so." His eyes ranged along my six foot two frame that tipped the scales at two hundred and ten pounds. "You'd make damned good 'long-pig' for a cannibal feast," he laughed.

"Not me," I told him. "When it comes to cannibal parties, you can count me out."

A week later I was to recall those words with a shudder that was more than superstitious.

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My small schooner had pushed its blunt nose through the strait that lies between Guadalcanal and Bauro Islands when Rom, my native boy, came hurrying up with the unpleasant news that our last cask of drinking water had sprung a leak. There was only one answer to that — we had to have fresh water without delay.

Before us, off the port bow, loomed the serrated creat of a volcanic range. "We'll put in there," I told Rom, pointing ahead.

"Malaita?" he asked.

"Yes, we ought to find water there," I replied.

Shortly we slipped into a small cove and dropped anchor. All six of us, my five native crew boys and myself, set out from the schooner in the dinghy and two canoes. We had strapped on our revolvers and loaded our small boats with empty water barrels. Thus equipped we headed for shore.

Malaita doesn't look like much of a place on the ordinary maps, yet actually it's a hundred miles long by thirty wide — and no white man has ever crossed the jagged mountains that run lengthwise like a giant backbone through the center of the island. Any number of savage tribes inhabit the place, and there must be close to a hundred and fifty thousand black men who call this home. We'd heard enough tales about it to know that Malaita was not a healthy spot for outsiders.

As we neared shore, we came to the mouth of what happened to be a good sized stream with low lying banks on either side, instead of the usual abrupt headlands. We could see occasional patches of mangrove swamp, and beyond a sinister and impenetrable forest that ranged from palms near tidewater to ebony and sandalwood on the upper slopes of the hills. We went slowly up the narrow stream.

An air of mysterious menace hung over the silent land, and one had a sense of some veiled threat behind this quiet scene. Instinctively we rowed without noise or splashing. Suddenly Rom held up his hand. "Listen!" he said gesturing off to the right.

We cocked our ears in that direction. Presently we were rewarded by a whispering sound that permeated the mute jungle and brought to us a subdued murmuring like the breaking of surf at a great distance. I had heard waterfalls before — there was no mistaking it.

"Far away?" I asked Rom.

"Not far," he answered. We went on, quietly as before.

Around the next bend we discovered a feeder stream. Rom pointed to this tributary branching off to the right and indicated that our most likely passage lay in that direction. The dark wall of the jungle looked anything but hospitable. I leaned over the side of the dinghy and tasted the water of the feeder stream. It had a foul, brackish flavor. We just had to have fresh water before we could sail again.

"All right," I said, "let's go on."

But Rom didn't move. Impatiently I turned to him, and caught a puzzled frown on his face. He was half crouched, leaning forward intently, listening. Then I got it — a deep, undulating rhythm of sound that

●

BELOW LEFT: Priest of the Cannibal Tribes of Malaita in Ceremonial regalia. CENTER: Preparing their primitive meal. RIGHT: These three belles of Malaita were girls taken on raids by the cannibal tribes from the inner hill country. Their clothing problems are exceptionally simple.

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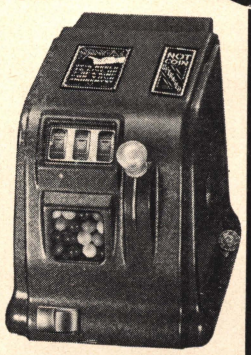

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seemed to play over the distant whisper of the waterfall. It was the broken harmony of native drums. My crew boys were watching me with solemn faces.

"No good," grunted Rom. "Big time there — no good."

I didn't like the looks of things myself. However, I nodded to the boys and the paddles knifed into the sluggish stream again. It was getting late; we were liable to be caught by night. I said, "We came for water, we know there's a waterfall somewhere ahead of us, so let's keep going."

By this time we were well up the feeder stream that was leading us straight into the heart of the jungle. Overhead, some of the larger trees made a canopy to blot out the fast fading daylight, while dismal swamps and snaky mangrove roots lined the stream's margin. The twisted lane of water we followed seemed endless, although it narrowed so steadily that we could almost feel it pressing in on us. The murmur of the distant waterfall grew constantly in volume, yet our constant expectation of seeing its white thread through the dusk was like some nightmare of a goal that is always just beyond reach.

The black night had closed in on us, and there was no moon to light the way. And all this time we could hear the fierce wild drumming of the native drums, rising and falling on the night air. A strange, rare coolness came to us in the darkness. Suddenly the sound of drumming disappeared abruptly — almost as though it had been cut off with a knife. But the surf-like murmur of the water was still with us — less muffled than before, rising gradually to a soft, distinct crescendo. Other sounds picked up the cadence — the jungle was coming to life and lifting its myriad voices in an obligato that did no more than accentuate the unholy stillness of the land. Never before, or since, have I been so acutely aware of such complete isolation from civilization.

We left our canoes, and taking the water barrels, picked our way through the clutching underbrush that tore at our clothing like ghostly talons. Suddenly Rom gasped, "Drums — close by!" We had been so intent on our fumbling progress that we were completely unprepared for the sudden harsh rolling sound that was like that of a military snare drum, only deeper.

Boom! Boom! Boom! Boom! . . .
Boom! Boom! Boom! Boom! . . .

One of my crew boys sucked in his breath with a startled sibilance. I could see the whites of the others' rolling eyeballs in the weird gloom. As we stood transfixed, the drums sounded again and again, louder and louder . . .

It was utter savagery tearing the black night to shreds! Savagery rising to a shrill hysteria as the wild drummers thrummed out a tribute to some heathen god! There was a sheer madness in those drums that ran through my veins like flame — they do strange, unexplainable things to people, for in their pulsations lies the core of mankind's earliest expression. Civilization's thin veneer cracks, shatters, and the primitive sub-conscious bursts through — rising to meet the soaring crescendo of sound.

Now our ears could catch the strident shouts of half-mad savages, and fragments of high-pitched song quivered against the black night. I dipped my hand again into the water of the stream. It was still brakish.

We went on into the darkness. It seemed as though we were splashing through some fantastic, endless tunnel, so closely was the waterway hemmed in by matted vegetation. Over the stream there was a heavy, acrid smell of weeds and dank undergrowth and unclean beasts; the air was now foul with a rank sourness.

We thought of little now but getting water. We had to have it.

Yet the noise of the drums, the discordant shouts and cries ahead of us, always a little clearer, drew us with the power of some sensitive magnet. The night was given back to the waterfall, and the disembodied sounds of the jungle denizens.

Then, all at once we pushed through a tangled mass of vines and branches which had completely shut off the view beyond, and at the sight which met our eyes we '*froze*' on the spot, crouching at the stream's edge beside our empty water barrels. Not one of us spoke; we hardly dared to breathe, and I was conscious of a tingling sensation along the back of my scalp as the scene before us registered on my thoroughly startled mind.

There before us was a large clear space by the stream, with the elusive waterfalls just on the other side of it — a small, clear cascade frothing down over the rocks. But between us and the precious liquid blazed a huge fire, filling the air with smoke and sparks and an everchanging pattern of light. It seemed impossible that we could have failed to note the glare long before this, but the trees matted thick with vines had thrown a screen about the place.

Cross-legged around the crackling blaze sat a whole crowd of the ugliest looking human beings I had ever laid eyes on. As we came upon them they were feasting like a pack of hungry animals, eyes rolling and white teeth flashing in the shifting gleam of the forelight. Occasionally, a guttural word, blurred by thick, repulsive lips carried to us, but mostly they were too concerned with their gluttony to speak. Their ebony bodies glistened with sweat, and the metal heads of their spears were flecked with light where they were not stained with blood and soil. Over to one side were the drums we had heard, silent now, and their feather decked drumsticks hung over low-lying branches.

They were black, these Malaita savages — much darker than any Malay, or even most of the New Guinea tribes. Their heads were covered with long, wiry hair; they had squat, spreading noses and wide, cruel-looking mouths. Their coverings were

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brief — being only a narrow sporran of some animal tails which was attached by gut or fiber to a small piece of skin flapping loosely over their buttocks. Their chests were festooned with strings and bands of colored shells, and many of them wore anklets and armlets of some beast's hair teased out into a frizzy white foam. The women wore a sort of grass-woven flap around their loins, which rested upon their hips and fell in a small pendant between their groins.

At first it seemed that the men's faces were raw and running with blood, but as our eyes became accustomed to the light it was apparent that their features were dashed with a scarlet pigment; their pale, red-rimmed eyes gave them a horrible, maniacal expression.

Viewed even from our distance there could be no mistaking the hideous significance of the debauchery we gazed upon. A sickening fear and uneasiness hovered over us. This feast before us brought the cold sweat to our foreheads. I noted one of my boys nervously fingering a lucky amulet that hung around his neck as he whispered softly to himself. I became aware of a blood stopping pressure on my arm; Rom's hard fingers were digging into the muscles to command my attention.

My eyes followed the direction of his trembling finger, and I felt as though I had just taken a tremendous blow in the solar plexus. Only a few yards away from us squatted a small black lad chewing greedily on a tough chunk of flesh. There was no mistaking its shape. He was gnawing on a human arm!

The others, perhaps fifty or sixty in all, were similarly occupied, tearing and snarling as if they had been so many wild dogs; some were gulping down entrails hungrily, others the pieces of liver, legs and other parts. Great hunks of human meat were snatched, and the flesh gnawed from the bones, after which, the fleshless bones were flung into the flames where they sputtered with a greasy hiss, loosing a nauseating vapor on the air.

How long we stood there, I'll never know. Twenty minutes perhaps, but it seemed an eternity as their teeth tore at the body — the human body which a few hours before had been as vibrantly alive as we were at that moment. Now it was being feasted upon with as much relish and gusto as if it had been the entree dish of some grand banquet in one of our large metropolitan hotels.

Then suddenly the drums broke loose again in an excited, irregular rhythm. One after another, the gorged cannibals leaped up, snatched a spear and began to dance — chanting a guttural song of ferocious triumph, and describing in his actions the fearful deeds he had perpetrated on the enemy. There was an eerieness to the whole affair that seemed to take it completely out of this world. Practically hypnotized, we continued to stare at the antics of the howling devils; there was something about the foul rejoicing of these creatures that made our blood run cold, despite the radiated heat of the fire.

Suddenly one of my boys moved, and a rotten branch breaking under his foot brought him down with a crash that cut through the hubbub of drums and voices.

Instantly there came a warning shout that sped through the night like an arrow. A huge bedaubed fellow, facing our way, sprang out of the circle and pointed his bloody hand at us. A shrill alarm rose on every lip as the crowd snatched up their spears and shields and rushed toward us. We drew together tightly, our revolvers held ready for business, if need be. However, sensing our determination, the natives approached no closer, but I knew it was too much to hope that this breathing spell would last for long. Without any exaggeration whatever, they appeared to us as veritable fiends out of Hell! Their hands and faces were still spattered with the remains of their ghoulish feast.

It certainly looked bad for us at that moment.

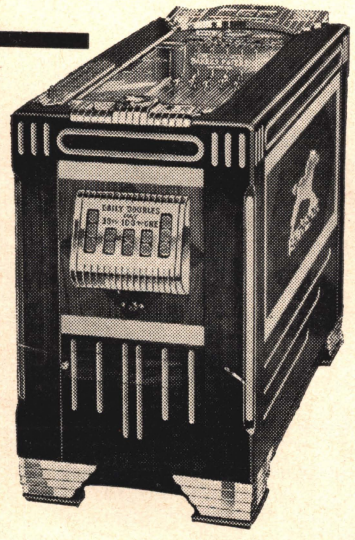
Just as I was about to give the command to fire at them, a huge native, who apparently was the chief of the tribe, sprang out in front of the maddened crowd and let out a yell that could have been heard a mile away. That halted them. He then screamed a command at them and leaped wildly toward us, shouting unintelligibly. He stopped a few steps away from us.

Standing there, he waved his hands as if trying to tell us we would not be harmed. That was all right as far as it went, but the crowd behind was yapping like a pack of hungry wolves, so we held our guns ready and watched for the first sign of trickery. The tribesmen behind him talked loudly among themselves in a strange, clucking tongue, and kept pointing to us with their spears. There was no question about it; we had to get away promptly, if we expected to do it at all. Cautiously, I looked about the clearing again. Then I noticed one of the feathered drumsticks still hanging where we had observed it earlier in the proceedings. Deliberately I raised my revolver and fired. There was a wild blending of screams that died away almost immediately as the natives saw the shattered drumstick spinning like a top in the glare of the firelight. I could see their wild eyes searching each other's faces.

Swiftly the chief stepped closer to us holding his hands high in the air. He pointed down stream, and talked earnestly in some dialect I didn't recognize. However, it wasn't difficult to translate his meaning — "Go, and be damned quick about it if you value your lives!"

There was no argument; we went. Nevertheless, we were careful to walk backward out of range. Every few seconds we flung a glance over our shoulders in expectation of a rear attack. For some reason there wasn't any, although we could hear the ugly devils back in the jungle working downstream, and once in a while we could see the glimmer of their torches. Evidently the chief was still able to hold them in check.

Finally we reached the mouth of the stream, and then we reached the anchored craft. It was sweet to feel that boat under us and shooting out into the open sea, even though, for the time being, we had no fresh water! I guess we bragged and boasted and pretended a bit; it was a release from the strain. Anyone listening to us might have believed us to be very clever fellows, but we weren't deceiving ourselves — we knew we'd been incredibly lucky. If we hadn't been, we would have met day-



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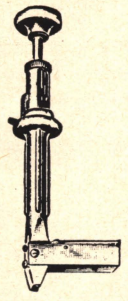
Walsco Staple Driver

A Revolutionary New Tool For Automatic Stapling of

Speaker . . . Microphone . . . Remote Control And Other Wires used in Coin operated phonographs, wired music, intercom., radio and similar installations.



- This new tool makes all wire installations twice as easy, much neater, saves half the time.
- Wires can be stapled in corners, behind pipes, into moldings, and other places never before accessible.
- Wires can be attached to hard surfaces such as brick, mortar, and plaster.

The Walsco Staple Driver is jam-proof, feeds its staples automatically, and attaches wires or cables up to 1/4" in diameter. Staples come in strips of approximately 2 dozen, in several colors, and are made from carbon tool steel, therefore enter hard walls easily. Damage to wire is impossible, as driving depth of staples is controlled and adjustable. The tool will pay for itself on the first job.

Catalogue No. 500 Tool Finish.....$3.70
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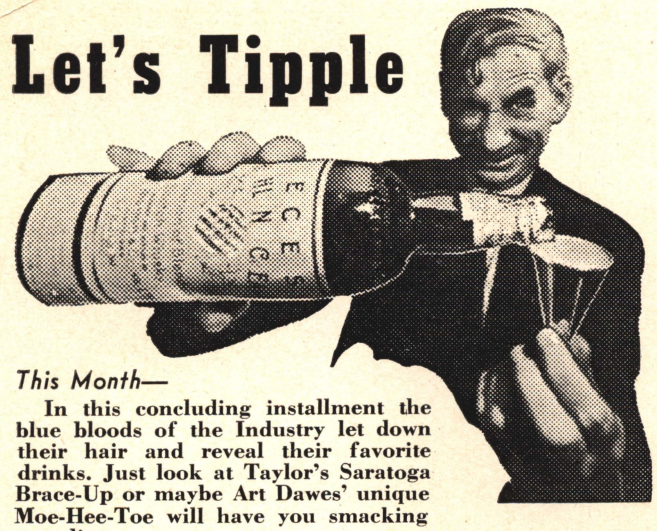
Let's Tipple



This Month—

In this concluding installment the blue bloods of the Industry let down their hair and reveal their favorite drinks. Just look at Taylor's Saratoga Brace-Up or maybe Art Dawes' unique Moe-Hee-Toe will have you smacking your lips.

No matter where your favorite track is, win or lose, after a race, you'll feel better with your belt buckled over a

Saratoga Brace-Up

3 ounce grape brandy (domestic)
1 scoop vanilla ice cream
1 ounce curacao

Shake very well, pour into collins glass, fill with syphon water.

GORDON TAYLOR,
Mills Sales Co., Ltd.,
Oakland, Calif.

I'm getting tired of those Los Angeles fellows bragging about the wonders of Hollywood Boulevard. Here's what a Boulevard Pick-Me-Up looks like in San Francisco:

Boulevard Pick-Me-Up

1 teaspoon powdered sugar
1 egg
1 jigger rye or bourbon

Add cracked ice, shake well. Strain into a highball glass, fill from syphon. If you desire, you can add dashes of either Angostura bitters or absinthe substitute.

BOB WALKER,
Coin Machine Review's
San Francisco Representative.

With all the Latin-American styles going strong, from women's gowns to movies, I'd like to add my bit with this concoction dreamed up by one of our friendly neighbors—you decide how friendly after you've had one:

Panama Cooler

1 jigger dry gin
½ ounce Panama Punch
1 ounce apricot brandy
juice ½ lemon

Pour into shaker, add cracked ice, shake, pour unstrained into collins glass. Fill with syphon water, garnish with a rind-less slice of lemon floated on top of the drink, one sprig of mint. Panama Punch is a green syrup—do not substitute green creme de menthe in this drink as it changes the taste entirely.

LOU FAVORITE,
Washington, D. C.

Here's one I picked up from some of the newspaper boys—for a glorious "evening", or still better, "the morning after" try:

Morning Glory Fizz

1 teaspoon powdered sugar
juice ½ lemon
white of 1 egg
½ ounce absinthe substitute
1 jigger rye whiskey

Add cracked ice, shake and strain into a highball glass. Fill from syphon. This has long been a favorite the morning after. Scotch whiskey is often used.

The Coin Machine Journal
HARVEY CARR, Editor,

After I had tasted this, I knew what the Indians had that I didn't have—up until then—a

Mojito (Moe-Hee-Toe)

1 jigger Bacardi white
juice ½ lime
mint sprigs
1 teaspoon sugar

Squeeze juice ½ lime into highball glass, add sugar and stir until juice is sweetened. Add cube ice, jigger Bacardi, fill from syphon. Garnish with mint sprigs.

ART DAWES,
San Diego, Calif.

Want to know what it feels like to float through the air—without wings—? You'll find out. Just try a

Haynes Flyer

2 sprigs mint
juice of 1 lime
teaspoon honey
2 jiggers gold (dark) Bacardi

Mix lime juice, honey, and leaves from mint sprigs in shaker. Add Bacardi, fine ice. Shake, pour (do not strain) into large highball glass, garnish. Fill from syphon, then top with dash of heavy rum. (Leave top of mint sprigs for decoration.)

CARROLL VETTERICK,
O. D. Jennings & Co.,
Chicago, Ill.

---

break as "long-pig" for the cannibal tribe.

My thoughts found words. "It was a miracle," I said.

"God, it is too good!" said Rom as he clasped his hands around the back of his neck and grinned with his white teeth.

The sky seemed to be growing lighter. I looked at the dawn and couldn't believe it. I took my eyes off the horizon and looked down into my lap, hoping to steady my sight against the dark cloth of my breeches. I waited like this for a moment, then looked up again. Yes, the dawn had come — it was real, and so were we — and we were safe.

It was to me one of the most horrible experiences I've ever encountered — and I've had many others in the out of the way places of the world — for this was the single time in all my South Sea travels that I viewed the disgusting reality of cannibalism. I've never had any special desire to explore Malaita again. I had come closer than I wanted to being the *piece de resistance* of a cannibal feast, and had come out with nothing worse than a bad scare. That was enough for me — I was more than satisfied. ◆

* * *

Once a girl went shopping in an antique store. She bought some petticoats.

◀ *Daval's Tax-Free Games Get Big Acceptance*

CHICAGO—Tax-free because they are not coin-operated, Daval Co.'s new Marvel and American Eagle counter games have brought an unprecedented response in telephone calls, letters and wires requesting further information, according to Al S. Douglis, who says that "It seems that just all at once everyone around the country discovered that our 'not coin operated' games were really worth the consideration they hadn't previously been given.

"We feel that this idea has opened the path to all the trade for one of the best means of operation. Operators have been telling us that the location owners like this non-coin-operated machine idea better than anything they have seen in a long time.

"Players can play to their heart's content. They have no coins to insert. If the storekeeper wants to charge them, just as he charges them for the use of a ping-pong, billiard table or bowling alley, that is his business, and as one of the fixtures he can do so without the application of federal, state or city taxes.

"The success which these machines are enjoying is due in great part to the fact that many leading operators have suddenly discovered that this idea may become instrumental in opening up many heretofore closed territories. Many others are coming in every day asking us questions about the method of operation. We are ready with answers to any questions the operators may have, and we are here to help them in every way possible to greater income on a more insured basis." ◆

* * *

"Is your uncle deaf?"

"Deaf? I'll say! Why, once he conducted family prayers while kneeling on the cat."

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

NEW YORK

NEW YORK — Are we getting results? You bet we are, said New York coinmen as the cops closed in and nabbed one of the niftiest slug sources in years. A gang of five, all with an eye on easy money, were caught red-handed making nickel cheaters. Arraigned before Federal Judge John W. Clency, they asked for counsel; but reliable sources assert the government really has the goods on this outfit.

Local outlets receiving a little shock in the close-up of the Mechanical Mfg. Corp., at 245 Fifth Avenue may want the low-down. The petition to organize, we have learned, was on a voluntary basis. Court records disclose that Mechanical listed liabilities, exclusive of capital stock at $44,536, assets at $63,786. What this company needs is a little time; if it gets it, it will be in there pitching again.

Re: that court test in Queens County which seems to be distressing the trade—it must be kept in mind that these have been going on for years. The premise that the mere possession of a game is, ipso facto, a violation of the law, sounds quite jarring, but that the higher courts will sustain such a brief remains to be seen. Deferred until March 16, we will see then what the Appellate Division has to say about this test case.

Are we on the right track? Movie machines are hitting their stride, but what about subject matter? All right, so kiddies won't go near them! But there are a lot of children hidden in most of us and such subjects as The Turkish Jerk flashed on the screen simply dives back to the odorous days of the side-alley arcades. The industry has enough to worry about without getting the public aroused on this point. Why can't it be kept clean and make money, too? Unless the movie people can answer this they'll be sorry, so help us.

Congrats are due Willie Levey, Lucky Skolnick and Hymie Budin in the formation of the Budco Co. which is hot-footing the trade with some bright surprises. Budin has been around the coin machine business long enough to sleep it. Lucky Skolnick can always call 'em, and as for Willie Levey, put him down in your little blue book as the bright boy who has master-minded more than one good route.

Note to the vendor crowd: Have you seen those nifty peanut vendors in the subway? Bright and sparkling and humming fairly constantly. It begins to look as if the merchandisers are really coming into their own. Like everything else, the machines move in cycles. A few years back the vendors were on the skids, today you bang your shins against them. It's all in the cards. Manpower is diminishing; designers are slanting towards greater eye-appeal. Moreover, priorities tend to emphasize the essential industries only.

The reconditioning trade keeps ringing the bell. Now it's Dave Robbins; he's been unloading cigarette vendors in fair quantities and claims there's a real demand for these machines. From Acme Sales we hear that this firm is expanding and will soon be represented in Venezuela as well as other South American markets.

Bob (Gentleman Bob) Hawthorne of Du Grenier has additional competition these days. Known as one of the few aviators in the business, Bob must now admit to the lone eagle company, Sandy Warner who bats 'em out for Seaboard Sales. Sandy has just gained his pilot's license and already a blood-curdling defy has been hurled along "The Row." Sandy has challenged Bob to the double barrel, the Immelman roll, and what have you? We're dizzy already.

Well, they keep on doing it, despite what we married guys tell 'em. Latest victim was Bernie Beder of Mike Munves. Beder, who has never done anyone any harm and always had a nice word for the boys, walked the plank under the orders of Miss Muriel Kass. But Beder took it like a man and last word from the honeymooners' camp is that the benedict is bearing up well, considering.

Have you heard the latest? They're forming a bowling team among the operators and want the wives to do the same. Coinmen have asked us to pass the word along. All those who love to send the pins rolling, get in touch with the Amalgamated.

Business must be good, what with that long trek of operators hitting for Florida. Irving Somers, Joe Beck, Robert Simon, Al Lovejoy, "Doc" Wiston and others were vacation bound. Some of the boys plan to visit in Chicago and won't be back in town until the end of January.

This town's het up about the impending Chicago get-together at the Hotel Sherman. This year some of the wives are coming along, too. Inquiring "how come?" among the trade we were told that many of the smarter operators feel that machines should appeal to women as well as men. They want the ladies to give the works the glad-eye and then report on their conclusions. If wife thinks it has the goods, friend husband will come across on the dotted line. Is this a gag? Not if you talk to those in the know who will tell you that behind not

TURN PAGE

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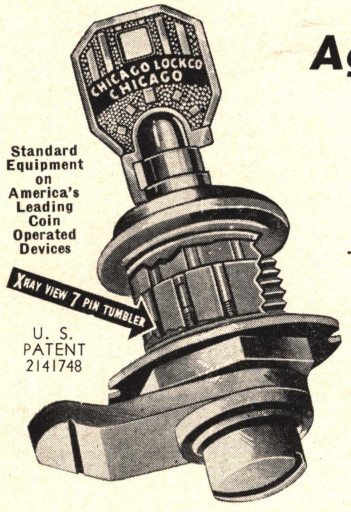
"TOPS" for Real "DEFENSE"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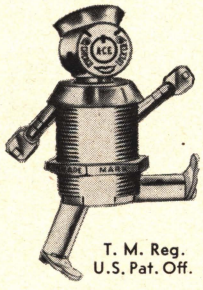

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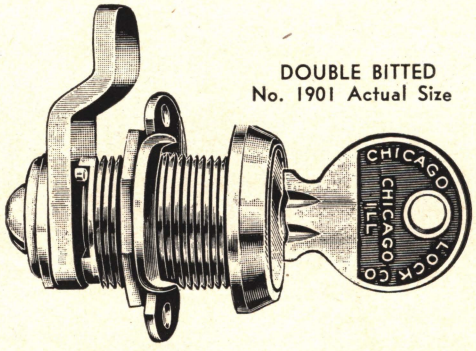
For new equipment or replacements . . . Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too. . . . Also manufacturers of Cylinder Key Operated Switch locks for airplanes and burglar alarms . . . All insure—"UTMOST" Security MINIMUM Cost."



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A positive scream. Loose stitch knitted using finest wool yarns. Some in rich patriotic colors and all tied with the duckiest little baby ribbon bows you've ever seen. Every man will get a big bang out of this unusual novelty — some will even blush 'way down to their heels. Each set in beautiful gift box, properly labeled. We sold hundreds and hundreds of these last year at $1.00 each. To close out less than 200 on hand we are offering them at 60c each postpaid anywhere in the United States, or

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Count me in. I've a friend or two I'd like to bowl over with your nifty gadget for he-men. I'm enclosing $..... Please rush.....sets pronto to

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In California add 3% State Sales Tax

a few routes is a lady who is really running the show. There are more wives in business than many business men will admit.

Are operators heeding our warning about varying their calls? Reports of suspicious characters lurking around barrooms and other locations watching servicemen and asking questions, have come in. These men are up to no good. The best practice is to keep 'em guessing. Instruct your men not to converse with strangers. In getting the payroll try to vary the time and approach. Also, if you're shaky on this, phone the Police Department and ask for an escort. They'll be glad to oblige.

Daddy and Baby Snooks are going to have competition, but Bill McDonald, office manager of Fitzgibbons, wants the world to know what he is not going to take any back talk from that little bundle the stork deposited recently. The little girl is only about two months old and already, swears Bill, she keeps eyeing the windows and admiring those Persian Lambs and sables. Bill says that it doesn't mean him, but the future son-in-law who is going to have all the trouble.

Spotted up to their ears in deliveries were Al and Murray Simon of Savoy, Sam Sachs of Acme, Blanche Bouchard, Du Grenier; Murray Sandow, Weston Distributors; Bill Rabkin, Al Blendow, Mutoscope, Al Davis of Automatic Sanitary; Joe Eisen and Jerry Thorner of Manhattan Distributing Co., Wurlitzer outfit.

That tax exemption on the cigarette vendors was much needed. It's no secret that the Interstate and the CMA of New York were worried about the situations. Pinball handlers think they have troubles; but it must be remembered that the vendors are always heckled, too—mostly on the tax side and they also have a commodity problem to consider. Nice going, CMA!

Jack Gottlieb has flashed a note to this department to the effect that he has not been lost, but travelling and visiting the Chicago crowd recently. Jack's card explains that he is thinking of territory elsewhere and after his survey may decide to quit New York for good. It's not the company but the competition, we are informed.

Perhaps it is not as well known as it might be but Babe Kaufman is grooming two West Pointers. Both of her sons are military school products, and first rate material, too. Commissions will be forthcoming when they get out and one of the most enterprising women in any business will have the satisfaction of knowing that she has also succeeded as a mother.

Saul Kalson of the Brooklyn Greater Amalgamated is one grandpa who does not sit back. Kalson lends his voice and efforts to all good causes, not only within the trade but elsewhere. The recent confab at the Hotel Astor at which coinmen sat down with practically every judge in town, saw Kalson and Lou Goldberg, Kalson's keenest rival, handle the affair with the utmost grace and success. More events like these and maybe the business can get from under the constant imputations and get a break among consumers.

Well, this is the sign-off for '41. A Merry Christmas and a Happy New Year, Everybody! *Irving Sherman* ◆

* * *

There was a young lady of Joppa,
Who came a society cropper,
She went to Ostend
With a gentleman friend,
And the rest of the story's improper.

Stein Boosts Associations

NEWARK, N. J.—More words of wisdom come from the pointed typewriter of sincere, thinking LeRoy Stein, manager of the Coin Machine Industries Joint Council of New Jersey in the Thanksgiving issue of "The Councilway," this time on the matter of trade associations. Writes Stein:

"How many business men really appreciate the value of their trade associations and the broad benefits to the industry it represents. While it is presumed to be efficiently organized and well run, it is not always properly appreciated because the non-member does not know the kind of work the association performs. But should any association disband it would not be very long before the entire industry would be adversely affected. The mere existence of a trade association is evidence that the outstanding leaders in the trade are earnestly engaged in a cooperative effort to insure a much more prosperous condition of affairs than would be the case if such an organization did not exist.

"It is unfortunate that there are always a few persons in every industry who are content to let their more unselfish fellow-operator stand the burden, but who nevertheless share in the benefits derived from association effort. These men who express their doubt of receiving a definite return in tangible benefits are apparently oblivious to the tremendous benefits they are constantly receiving and yet are unwilling to stand their share of the burden.

"Take the policeman off the street and lawlessness will increase. Abandon all churches and morals will surely suffer. The trade association has a similar restraining influence on morale as the church on behavior and as has the policeman. We seldom think of the direct benefit of either. Everybody engaged in any industry should belong to his trade association." ◆

Location Agreement Will Aid Industry

NEW YORK—If operators will cooperate with each other and actually take advantage of present conditions, including the new taxation, they can eliminate a number of unethical practices and evils now prevalent in virtually every state, thinks Charles Fleischmann, of the Baltimore Salesbook Co. As an aid in this direction, and as a benefit to the industry as a whole, Fleischmann has worked for a year in developing a standard location agreement usable by every operator of all types of equipment in all states.

Developed to give operators the one basic tool to take advantage of "the biggest opportunity in the history of coin machines," the form, now ready, will create an opportunity for making locations sign up for one or two years where before they refused to sign anything. Use of agreements, too, would mean the respect of other operators and the possibility of giving better service at more profitable terms rather than making less and less profitable arrangements, Fleischmann points out.

While it will not eliminate all the unethical practices and grievances, the new Agreement Form will help tremendously in reducing many of the evils, and will afford operators greater protection of their own and the industry's investment.

Cooperation of various interests in the industry, and advice of outstanding legal counselors went into the making up of the form which has been arranged with a fresh carbon for each set so that a perfect copy will be made on every contract. Forms are low in price. ◆

Fused Man Coin Machine Pays The Electric Light Bill

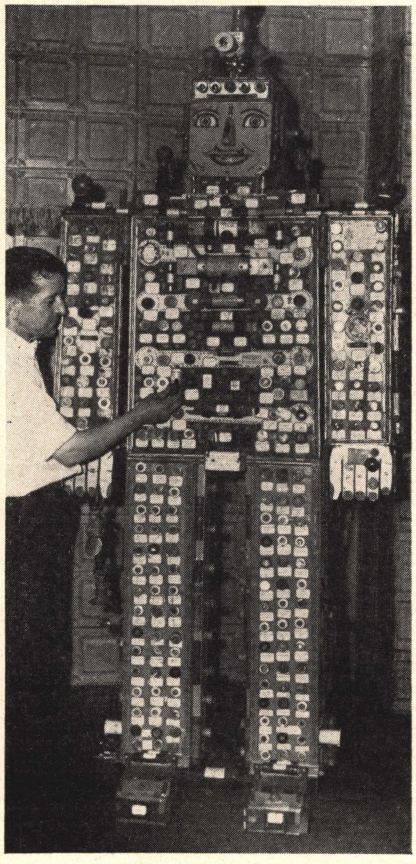
After thirty-five years of collecting and salvaging electric fuses of all kinds that were once used in lighting many American landmarks such as old amusement parks, fair grounds, circus grounds, sports arenas and many other landmarks of interest, George Hawkins, a Brooklyn electrician, built a giant-size illuminated man robot who has been named the Fused Man.

The Fused Man is 7 feet tall, a yard wide and a foot deep. He sports a pair of fused ears, fused eyes, a fused nose, has a fused mustache and smokes a fused cigar. He sports colored glass-top fused finger rings, has a pair of balanced-load fused feet and hundreds of electric fuses connected to all parts of his body.

In the fuse collection which is the only known collection of its kind, are fuses that were once used in lighting the Saint Louis Fair grounds, the Chicago Fair grounds, Coney Island's popular old amusement park Dreamland, the World's Fair Trylon, the Tower of the Sun exhibit at the California Exposition and many other fuses that were once used in lighting amusement places that are familiar to all.

It took the fuse collector over 6 years to get the Fused Man's insides working properly, as they consist of bell wire, electric wire, armored cable, conduit pipe, nuts, screws, bolts, carpet tacks, and an automatic phonograph that plays 10 records containing old favorite songs such as "Just A Little Street," "The Old Gray Mare," "Saint Louis Blues," "My Gal Sal," "Over There," "Just A Little Shack," "Three O'Clock In The Morning," "Daddy," "Good-Bye, Boys," and other popular old favorites.

The Fused Man walks, talks, sings, uses



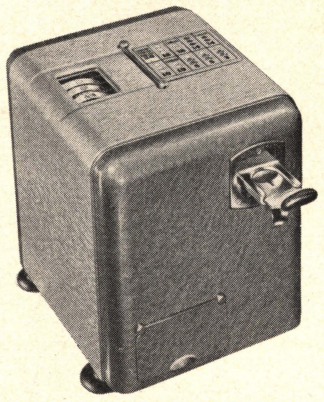
George Hawkins and his famous Fused Man with a coin-operated phonograph for a tummy.

or eats very little current, but can carry a terrific load of juice without a blow-out. He has a five-cent chute cut in his chest that plays the records in rotation without any selecting of the song you want.

At the end of the month there are enough nickels in the coin box that is set down in the back of the Fused Man's heel to pay the electric bill. ◆

97 BRAND NEW MILLS VEST POCKET BELLS!

Blue & Gold Jackpot Models



Write for *EXTRA SPECIAL* Quantity Prices!

ATLAS NOVELTY COMPANY

2200 N. Western Avenue, Chicago

◀ *Multiple Equipment in Big Demand*

CHICAGO—"Definitely a multiple market," is the way Ray Moloney, president of Bally Mfg. Company, sums up current conditions. "The need for increased revenue to offset increasing costs of operation," Moloney explained, "is causing operators to turn to multiple equipment. Such equipment, carrying only one tax and costing only one price, has the earning power of several single coin pieces." ◆

Buy U. S. Savings BONDS and Stamps for Defense

COIN MACHINES

+ + + Then and There

by Simpson Ritter

For a little while in the early 1800's a crude form of a wooden coin machine was used in Mexico to collect taxes from the Indians. In return for their copper or silver coin they received from the machine a square parchment receipt. But the Indians trusted the machines less than they trusted the regular collectors and many failed to pay or broke open the machines and took out both coins and receipts.

* * *

Since about 1850 coin machines have operated the holy water font at many Bulgarian churches. The coin released a weight that opened a faucet and permitted a few drops of holy water to escape. For tolerating the churches the Turkish officials took half of all the coins so collected.

* * *

Possibly the earliest trial on record of a slug user is that of Martin Lubock of Rhonstadt, Germany, who in 1782 was tried by a high court and condemned to five years imprisonment for using iron slugs on a rose water machine in the market place of Rhonstadt.

* * *

In most of the larger Spanish cities newspapers are sold almost exclusively by coin machines. Each paper operates a string of its own machines. However, there is in Madrid a large company that operates a chain of 140 larger machines that sell several papers. Some of the Spanish magazines are also sold by such mediums.

* * *

There is in a principal hotel of Genoa, or was before the war, a machine that sold postcards to the tourists. The machine was seventeen feet long, nine feet high and two and a half feet deep. It carried a selection of over 130 different cards and is supposed to have sold about 2000 cards every day, people coming from all over the city to patronize it.

* * *

In return for a silver coin in a machine a stranger in a southern French town, about 1800, might receive a little card that entitled him to spend an hour or two with a local lovelass. The girls claimed there was less likelihood of their being cheated out of their fee this way.

* * *

Cigarette vending machines are really pretty old. London machines were selling matches as early as 1882 and cigars back in 1861. Other machines sold loose pipe tobacco and in the bigger Irish cities there were even machines that distributed the famous little clay pipes that Irishmen love so well.

* * *

Almost every Italian city of any consequence in the first century B. C. boasted at least one coin machine selling fruit or cake or sweetmeat. The Italians used no signs to identify their machines, preferring colors. Most popular colors for a long time were red, white and blue.

* * *

Coin machines as a method of selling cigars and cigarettes and pipe tobacco were very popular in Bulgaria about 1870. Every machine was taxed the equivalent of one penny out of each five cents business in addition to a sales license fee of about $5 per machine per year. ◆

KANSAS CITY

KANSAS CITY, MO. — Practically all news is good news in the Heart of America District as holiday trends are reflected in coin box receipts which have been on the upclimb since the First Thanksgiving.

If there's a frown anywhere it's on the faces of the vendor operators who are finding the prices of peanuts, Boston beans, etc., on the upclimb. Most bulk vendor operators report that they have cut down a little on quantity vended, but not enough for the customers to notice. At this writing salted Spanish peanuts which were selling not so long ago for around seven to eight cents per pound are now eleven and a half cents per pound and the price continues to rise.

However, these operators had two or three bright spots on their early winter calendar to offset this worry. In the first place the new unit tax didn't hit them and in the second their big season is at hand and the machines are much heavier with coins these days. Also a thief in the Kansas City, Kan., area who has been making a specialty of stealing bulk vendors has been caught by the alert Kansas police. A large number of machines were found in his home and these are now at the K. C. K. Police Station awaiting identification.

The equipment on hand situation continues to be a puzzle. Sixty days ago operators and distributors were crying about shortages. Particularly was this true in the field of remote control music. Now this section's two leaders, Central and United, both announce good stocks of this equipment.

FEDERAL STAMP TAX RATE SCHEDULE ON COIN-OPERATED AMUSEMENT & GAMING DEVICES

MONTH	MONTHS REMAINING IN FISCAL YEAR	AMOUNT OF TAX PAYABLE PINBALL	GAMING MACHINES
JANUARY	Six	$ 5.00	$25.00
FEBRUARY	Five	4.17	20.84
MARCH	Four	3.34	16.17
APRIL	Three	2.50	12.50
MAY	Two	1.67	8.34
JUNE	One	.84	4.17

June 30th end of Federal Fiscal Year. All locations operating equipment as of this date must purchase new stamps for ensuing fiscal year at full annual rate as shown on this schedule.

JULY	Twelve	10.00	50.00
AUGUST	Eleven	9.17	45.84
SEPTEMBER	Ten	8.34	41.67
OCTOBER	Nine	7.50	37.50
NOVEMBER	Eight	6.67	33.34
DECEMBER	Seven	5.84	29.17

(The above tax schedule was prepared by the Amusement Merchants' Association, Inc., of San Francisco, and is printed here because of the thoroughness and completeness of the information it contains. Clip and file for ready reference throughout the year)

Carl Hoelzel proudly announces that United has just completed installation of what he believes to be one of the largest installations of automatic music in the State of Kansas. It was made in the N. C. O. (Non-Commissioned Officers) Club at Fort Riley. Comprised of 24-set units, this new remote control unit serves four complete rooms and uses Rock-Ola entirely.

Late in November Central's Mason & Crummett, assisted by a Wurlitzer factory representative, held a two-day Music and Remote Control School which was attended by about 100 operators. "Frequent schooling in the mechanics of music, particularly remote control, has become a 'must' for most operators," Finley Mason pointed out. "The operation of music is now advanced to the place where the operator needs technical training. Competition in the field forces all music operators to continuously better their service to the customers."

Wallace Bryant, formerly with both Central and United and more recently with the G & R Distributing Co., has been appointed manager of the W. B. Novelty Co., Wichita, Kan. The company, owned by Bill Betz of St. Louis, is Seeburg distributor for the area, and Wallace goes to the post with five years of automatic music operating experience behind him.

Gus Pusateri's new G & R Distributing Co. still gives every evidence of keeping to the fast clip it set for itself as one of the area's fastest growing new table operating and distributing firms. New crates pass through its doors hourly, which is always a good indication in this business.

And it's boomtime also in Kansas and the other rural areas, according to Lee Hughes of Garnett, Kan., who was in recently making purchases of tables and music.

Football continues to be a big topic of conversation among local operators, although schedules in the area were completed during the period of the two Thanksgivings. But Missouri, after one of their best seasons in years, appears bowl-bound. S. L. Herman, advertising and sales promotion manager of the Universal Manufacturing Co., went out to Lawrence, Kan., to the Mo-Kan curtain dropper and claims the Tigers are the best team he has ever seen.

And most local operators are taking Herman's word for it because he was an outstanding football player for several years in this area.

Boss Joe Berkowitz of Universal has been so busy planning his four booths at the Show that he hasn't made his usual number of flying trips out of town. He's going to introduce 16 new deals at the Show, he says, and that will take some planning. The firm also shortly expects to establish a West Coast personal representation and are finding Defense and War the most popular themes for the dangling ducat deals.

From Frank Fasone of Acme Amusement Co. comes the only shortage complaint of the month. Acme, whose business is largely

(See KANSAS CITY, Page 20)

REAL BARGAINS

PAY-OUTS

Fleetwood	$24.50
Fairgrounds	29.50
Western Races	16.50
Western Big Prize	50.00
Winning Ticket	69.50
Sport Page	59.50
Thistle Downs	59.50
Grandstands	79.50
Grand Nationals	99.50

PAY-OUTS

Sport Kings	$124.50
Santa Anitas	129.50
Flying Champs	149.50
Long Shots	132.50
Kentuckys	139.50

FREE PLAYS

Power House	$29.50
Multi Races	15.00
Playmate	34.50

FREE PLAYS

Gold Cups	$34.50
Record Times	89.50
Dark Horse	89.50
Rebound	17.50
Contact	16.50
Short Stops	24.50
Red Hots	24.50
Blondie	29.50
Cadillac	29.50

CONSOLES

3 Bakers Pacers, 30-1 Daily Double, Practically New, Each	$199.50
1 Evans Rolletto Senior, 38 Coin Play (Tops Them All)	199.50
1 Evans 1941 Jack Pot Galloping Dominoes (Used Three Weeks)	225.00
2 Evans 1941 Jack Pot Bangtails (Used Three Weeks), Each	225.00
5 Evans 1940 Jack Pot Bangtails (Excellent Condition), Each	160.00
5 Evans 1940 Jack Pot Lucky Lucres (Excellent Condition), Each	160.00
1 Evans Bangtails, 1937	37.50

ALSO

4 New Penny Groetchen "Klix", Each	$12.50	1 Mills Blue Front	$52.50
1 New Nickel Groetchen Mercury	24.50	1 Mills 10c Blue Front	59.50
3 Mills 5c Q.T.s, Each	29.50	1 Mills 5c Smoker Bell	32.50
1 Bally Reliance, 5c	25.00	1 Mills 5c (3-5 Pay) Yellow Front Bell	39.50
2 New Penny Lucky Roll, Each	9.50		

ALL CLEAN, GOOD CONDITION EQUIPMENT

ALSO IMMEDIATE DELIVERY ON KEENEYS, SUBMARINE, SUPER-BELLS AND FORTUNE

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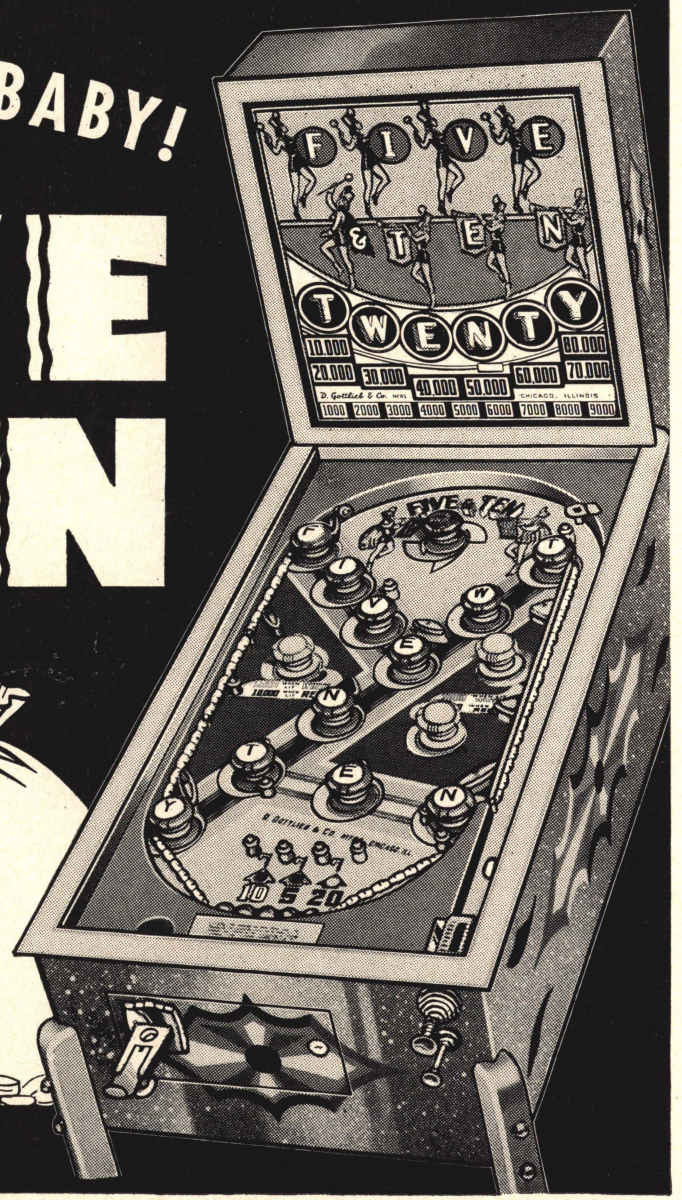

Spell Out
F-I-V-E
Spell Out
T-E-N
Spell Out
T-W-E-N-T-Y
and you've done plenty!
Also High Score!

YOU'LL WANT TO SEE A LOT MORE OF THIS ONE!

A RIOT OF COME-ON AND ACTION!
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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Seeking Regulatory Ordinance Is Smart Practice for Arcade Operators

One of the most important steps to take before opening a Penny Arcade or Amusement Center today is to seek and obtain a regulatory license ordinance favorable to the operation of such an amusement enterprise.

This precaution has borne fruit for many new Arcade operators in the West and the procedure seems a wise one for operators contemplating entering this new and lucrative field to follow regardless of where your Arcade might be located.

Today all municipalities are looking for new lines of endeavor to tap for tax revenue and the smart operator who takes the bull by the horns and approaches the administration with a suggested ordinance to cover his business will find the tax officials appreciative of his interest in civic affairs and he will get a more sympathetic ear when it comes to setting the fees for his Arcade operations.

Another important feature the operator can have incorporated in such an ordinance is a regulatory clause restricting the number of Arcades which may be opened in any given city. Generally this is determined by permitting one Arcade to so many thousand of population. The operator can practically dictate this figure and thereby control the amount of future competition he may have to operate against.

The following model ordinance in effect in Santa Ana, Calif., was suggested by an Arcade operator there and will serve to provide operators entering the Arcade field with a model upon which to prepare their own ordinances for submission to tax officials:

ORDINANCE NO. 1106

AN ORDINANCE OF THE CITY OF SANTA ANA AMENDING ORDINANCE NO. 658 ENTITLED "AN ORDINANCE PROVIDING FOR THE LICENSING OF BUSINESS, SHOWS, EXHIBITION, AND GAMES CONDUCTED OR CARRIED ON IN THE CITY OF SANTA ANA, FIXING THE RATE OF PROVIDING FOR THE COLLECTION THEREOF", PROVIDING FOR LICENSING PENNY ARCADES.

THE COUNCIL OF THE CITY OF SANTA ANA DO ORDAIN AS FOLLOWS:

SECTION 1: That Ordinance No. 658 entitled "AN ORDINANCE PROVIDING FOR THE LICENSING OF BUSINESS, SHOWS, EXHIBITIONS, AND GAMES CONDUCTED OR CARRIED ON IN THE CITY OF SANTA ANA, FIXING THE RATE OF LICENSE THEREFOR AND PROVIDING FOR THE COLLECTION THEREOF" be amended by adding a new section to be numbered Section 40-a, which said section shall be inserted in said ordinance between Section 40½ and Section 41 thereof, which said section shall read as follows, to-wit:

"SECTION 40-a: Every person, firm or corporation conducting, managing or carrying on the business of a Penny Arcade as that term is herein defined shall pay a license fee to the City of Santa Ana in the sum of $150.00 per annum. Provided, however, that any place of business owning and operating more than 150 coin-operated machines as herein defined, shall pay the sum of $1.00 per annum for each machine in excess of 150 machines, in addition to the said sum of $150.00. The term 'Penny Arcade' as used in this ordinance is intended to mean and shall mean any arcade or place of business or amusement, where mechanical devices, machines or equipment, are made available to the public or the public is permitted to operate the same, which machines are operated by placing a coin or slug in a slot provided for the purpose, thereby releasing the mechanism of said machine, device or equipment, so that other parts thereof will operate or allow the player to operate the same, whether or not the result of the operation of said machine is dependent upon skill or chance, and provided that said machine can be operated by coins having a maximum value of one cent, and provided there shall be located in said arcade or other place of amusement at least 75 of said machines, and provided further, that such machines do not nor do any of them in any manner provide for the return of any coin, slug or other thing of value, which may be used to again operate said machine, and provided further, that nothing in this section shall be deemed to license any machine, contrivance or equipment which is so arranged so as to permit, or allow any slugs, coins,. or other tokens of value to be removed from said machine, and provided further the licensee of any Penny Arcade shall not permit any machines to be operated by coins of greater value than one cent in said place of business. Machines operated by two pennies may be permitted in such Penny Arcades.

"The provisions of Sec. 40½ of this ordinance shall not apply to machines operated by coins of a value of one cent or less, if the same are located in any Penny Arcade.

"Nothing in this section however, shall be deemed or construed to authorize the issuance of any license provided for in this section to conduct, maintain or carry on a Penny Arcade without first obtaining a permit so to do from the City Council of the City of Santa Ana, and such permit shall be obtained from the City of Santa Ana in the manner provided for the issuance of permits under Ordinance 709 of said City entitled 'AN ORDINANCE REGULATING AND SUPERVISING CERTAIN BUSINESS WHERE GAMES OF POOL, BILLIARDS, BAGATELLE, BOWLING ALLEYS, OR OTHER LAWFUL GAMES ARE CARRIED ON FOR PROFIT OR GAIN' and the place of business conducting any such Penny Arcade shall be governed and regulated by the provisions of said ordinance at all times except that the provisions of Sections 8 and 9 of said Ordinance shall not apply to Penny Arcades."

SECTION 2: The City Clerk shall certify to the passage of this ordinance and shall cause the same to be published in three consecutive issues of the SANTA ANA REGISTER, a newspaper printed, published and circulated in the City of Santa Ana, and hereby designated for that purpose. This ordinance shall take effect thirty (30) days from and after its adoption.

PASSED AND ADOPTED by the Council of the City of Santa Ana at its regular adjourned meeting held on the 22nd day of September, 1941.

JOSEPH P. SMITH
Mayor Pro Tem

ATTEST:
ERMA KEELER
City Clerk (Seal) ◆

Buy U. S. Savings BONDS and Stamps for Defense

Kansas City

(Continued from Page 18)

cigarette vendor operation, has been having difficulty obtaining delivery on new vendors. Both Frank Fasone and Frank Buccero, however, are convinced that this picture will be much brighter after the show.

What is believed to be one of the largest automatic music transfers of recent years in Kansas has just been handled by Tommie Thompson. The deal involved 55 music locations in and around Topeka, Kan., which were operated by Vernon Sperry and have now been sold to Kansas City interests. Vernon reports that he would like to continue his music operation but that his giant ballroom, Meadowacres, now demands all his time.

And if you hear some of your friend operators talking about the Rock-Ola Twins don't get excited thinking it's a couple of "nifties" in bathing suits. It isn't — it's Tommie Thompson and Ed Jabosky. As one operator puts it: "They've been working with the new Tone Columns so much lately that they can't say two words without one of them being Rock-Ola." Ed says he wishes he couldn't say anything else because he's been betting football every Saturday and has yet to win a bet.

Carl Hoelzel has purchased a new Pontiac for those frequent trips to his farm and Tony Varetti of United has been caught in the draft and is now working out in Uncle Sam's Army.

We thought it would be a good idea this month to find out just why operators always turn to one specific type of equipment like tables, music, cigarette or bulk vendors. So we asked them. Without exception their answers were all the same: "Because I like to." Nothing was said about making more money or other fields being crowded. They just liked tables, or music, or cigarette vendors or bulk vendors. We thought a long time and couldn't find a better reason.

B. K. Anderson. ◆

* * *

"A fellow out our way got into all kinds of trouble when he proposed."

"How was that?"

"She was hard of hearing, and he had to shout so loudly that four old maids on the same floor later sued him for breach of promise."

NEW 1942 CATALOG

SHOWING

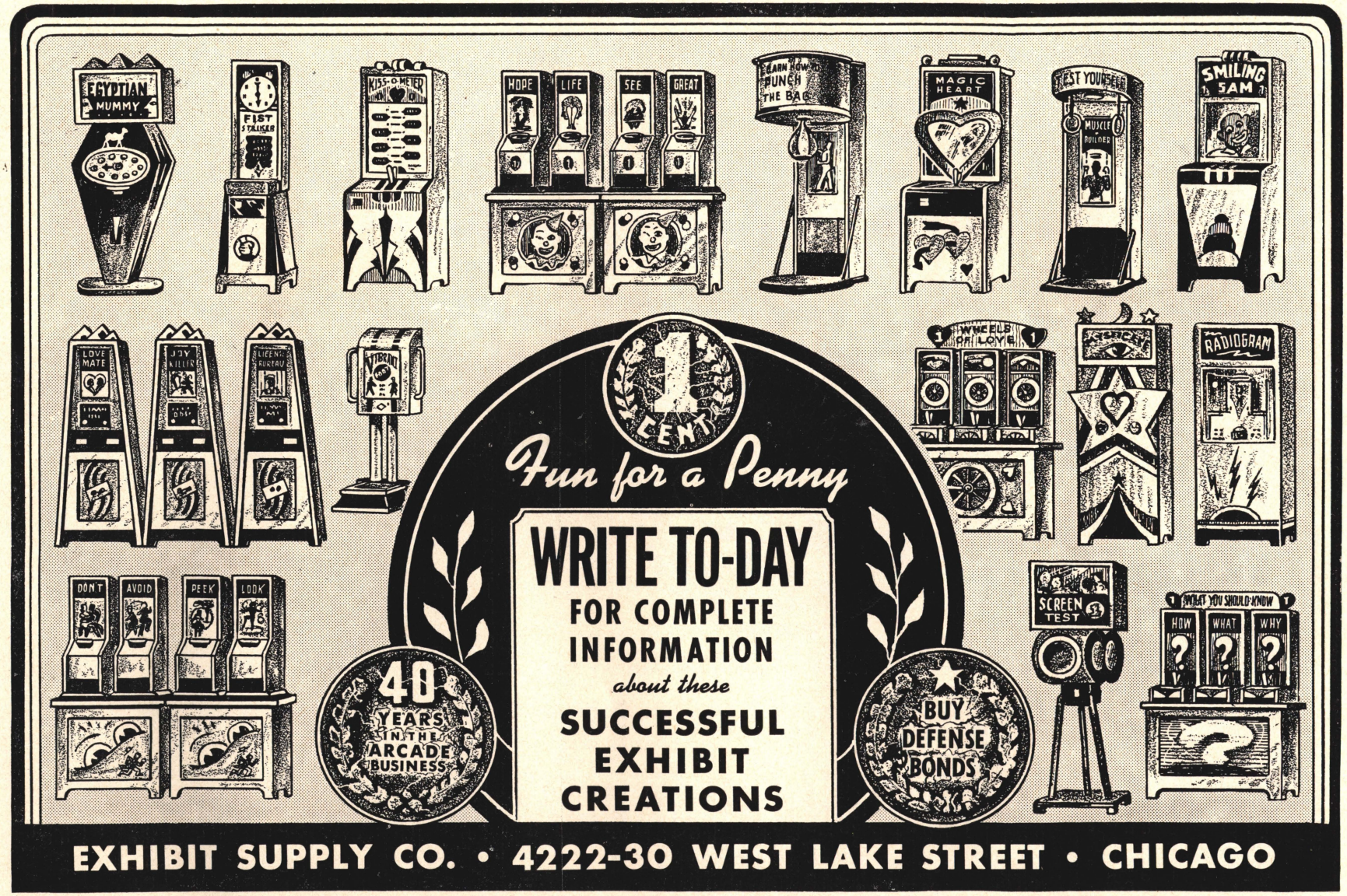
45

DIFFERENT AMUSEMENT MACHINES

40

DIFFERENT POST CARD SERIES FOR EXHIBIT'S Streamlined POST CARD VENDERS

Write Today



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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

—On the Coast—

San Diego Editor Boosts Industry

LOS ANGELES—Who he is, we don't know, but an editorial writer for the San Diego *Herald* wrote, October 30, some sound words of wisdom concerning taxes and the coin machine industry. Save for a number of extra paragraphs, here is the piece he prepared, just as he wrote it:

"In this city and county we have had screwball deals in the past that challenged comparison with the best that any insane asylum could turn out, but the present drive of the district attorney's office, on orders of the attorney general's office, against pinball machines defies explanation and makes the ordinarily sane-minded turn flip-flops and scream for mercy.

"The federal government wants money for defense. . . . And in picking up a dollar here and a dollar there to help pay for battleships and such like, it has taxed pinball machines. . . . The district attorney, at the attorney general's insistence, steps in and says he is not going to allow pinball machines to run. . . . But the government says that machines in existence and operation on October 1, shall pay the tax. . . . And it also says that if the owner of the machine does not pay, the merchant who has them is liable. . . . So the merchant or owner is going to pay a tax on a machine that he cannot use—probably because the district attorney has confiscated it. . . .

"The *Herald* submits event to the official mind that this situation is screwy.

"Evidently the government thinks the pinball machine is legitimate—because it is not going to tax anything illegitimate. . . . But also evidently the attorney general thinks that the government is nuts—so he puts the pinball machines out of operation. . . . The owner and the merchant then must think that the government and the district attorney and the attorney general are screwy because they are going to be taxed on property that they haven't got. . . . And if any reader of The *Herald* can tie that he gets a diamond studded moustache cup!

"And the tax is due and payable this Friday night — $7.50 for each pinball machine and $37.50 for slot machines with pay-offs. This tax is due again July 1, 1942, when it will be $10.00 on pinball machines and $50.00 on slot machines. . . . Who is going to pay the tax on the machines that have been seized by the district attorney? The owner who has been deprived of his property is not going to pay if he thinks he can get out of it—and Uncle Sam is not a petty thief. . . . So what will happen will be as funny as a funeral—and ten times as interesting.

"And what about the little merchant? . . . Well, times have not been good with him. High prices and lack of goods have made him scratch for a living even in this so-called 'boom' town. A pinball machine or two would take the edge off his rent—probably pay it for him, even if he had to pay the high tax.

"(And we forgot the city license of $5.00 a month against each machine—or $60.00 a year—who is going to pay that, or will the city simply lose it—or what the hell!)

"Well, as we were saying, the little merchant has found the pinball machine liked as an amusement device and as a revenue producer and he has been able to help his business materially with them. In steps the local government and smacks the business man with coin machines over the head—and why our petty local governments have to move continually against the business man and the taxpayer we cannot figure out!

"But we have been accustomed to it—this continual interference of petty government with business—but we never before knew local government to drive against the federal government and in the vital matter of defense money. Yet that is exactly what is being done—and it is being done with just such a lack of rhyme or reason that one becomes a little dippy just trying to write about it."

To which we add: "You said it, brother!" ◆

State C. of C. Praises Mackin

SAN FRANCISCO — Overwhelming thanks for the fine work of Sid Mackin in making the army V-Days successful was meted out to the Amusement Merchants Association in mid-November by the California Chamber of Commerce.

Said the Chamber: "We feel that the outstanding success of America's first and second V-Days is due in good measure to the fine committee work done by your Sid Mackin. Through his energy and enthusiasm, the automobile travel to Fort Ord and Camp Roberts on our V-Days is estimated to total some 60,000 persons. We are deeply grateful to you for allowing Mackin to cooperate with us and for making possible the sponsorship of the official car stickers which were so highly prized by motorists participating in these events." ◆

Clark Bags 'Em

TRACY, Calif.—Charles Clark, popular local operator, in addition to bringing back a deer, was successful in bagging a large moose while on a recent hunting trip in the country around Jackson Hole, Wyo. ◆

* * *

"Look at that miserable hound. They told me he was a bird dog, and he hasn't sung a note since we've had him."

To All of Our Friends Everywhere

A Very Merry Christmas and Happy, Prosperous New Year

It is our sincere hope that the new year holds the best of everything for you and that we may continue to supply your operating requirements the same as in the years past.

MAC SANDERS

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"A-1" Phonograph Mechanic

Must be experienced and familiar with Wall Box Equipment and Amplifiers. Must furnish first-class references.

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

CHRISTMAS 1941

If instead of a gem or even a flower, we could cast the gift of lovely thoughts and words into the hearts of friends, that would be giving as the Angels give.

Merry Christmas and Happy New Year

"Curley" Robinson

•

Associated Operators of Los Angeles County, Inc.

1351 WEST WASHINGTON BOULEVARD
LOS ANGELES

— On the Coast —

"Any Bonds Today?" Got an enthusiastic answer from the crowds attending recent opening of new Jack R. Moore Company Building in Portland. Opening day sales totalled $22,650.00 in U. S. Defense Bonds and Stamps.

Moore Commemorates Birthday In New Bldg.

PORTLAND (RC) — Evidencing full confidence in the future of the industry and the full acceptance of the American public whose popular demand has named coin-operated amusements a necessity, and simultaneously commemorating 17 years of successful business, the Jack R. Moore Co. formally opened new offices and warehouse November 8 in conjunction with a rally to sell Defense Bonds.

Unique in many features, the quarters of one of the nation's largest equipment distributors incorporate material from products sold by the organization. Beautiful walnut paneling in the executive offices came from discarded phonographs, while the 96 pieces of plate glass used are from obsolete pin games. Representing a lasting and permanent evidence of the tremendous part music and games played in construction of the building, it also gives further proof of the industry's cooperation with our Government in its present emergency program of material conservation.

Remaining portions of the building are likewise unique: the display room's ceiling was constructed with unusual acoustic properties, knotty pine panels the walls, and the most modern type of fluorescent lighting is used throughout.

Construction of the building is another example of the Moore organization's slogan, "Leaders Never Follow," for it was first in the industry to utilize trailer display rooms in sales campaigns, first to operate an airplane regularly in improving the effectiveness of campaigns, rendering special customer service.

The Defense Bond rally during the opening was aimed at getting every music operator to place in No. 1 position on his phonographs the Treasury Department's theme song, Irving Berlin's "Any Bonds Today?"

Other Moore branches, distributing Seeburg and Bally products, are located in San Francisco, Spokane and Salt Lake City. ◆

THE LITTLE STORE with BIG BARGAINS
— IN —
CIGARETTE MACHINES
MARBLE MACHINES
MUSIC MACHINES
SKEE BALLS
Best Buys In the City
We accept Used Records in Trade
PERCY SHIELDS
1549 West Pico Boulevard
LOS ANGELES, CALIFORNIA
FEderal 1919

SCENES AT THE OPENING OF THE NEW JACK R. MOORE OFFICES IN PORTLAND. Upper left: Jack R. Moore, Thelma Oliver of Moore's Seattle Branch, and John Ruggiero, manager of the San Francisco Branch. Upper right: Mrs. John Ruggiero, Mrs. Jack R. Moore, D. J. Donohue, Seeburg West Coast representative, and Mrs. C. R. Robinson, Seattle. Center left: Monte Ballou, entertainer, E. Roland Allen, Portland operator, and Ruth Johnston, Moore cashier in Portland. Center right: A group of guests enjoying the hospitality. Bottom left: Ruth Johnston sells a Defense Bond to Harry Arnsberg of Portland's Northwest Amusement Co. Bottom right: Some of the guests enjoy an old-fashioned square dance.

PORTLAND

PORTLAND—Congratulations are in order to Al Schneider, recently married to Mary Palfrey. Hope you are both very happy.

Andy Anderson, Portland Operator, has just returned from pleasure trip to Mexico. We understand he had an enjoyable trip and came back much rested.

Frankie and Johnnie Krizo, successful operators at Malin, Oregon, claiming an all-time high record, (championship or something), in a phonograph running continuously day and night for several months now.

What tall, handsome operator "bowled over" Ruthie Johnston, beauteous cashier at Jack R. Moore Co.? . . . And we really mean "bowled over".

Herman Levin of Beaver State Novelty

has just bought a beautiful new Colonial type home.

Friends of H. W. "Pat" Marshall of Newport, Oregon, will be sorry to learn of his sudden passing last month. Pat operated machines up and down the Coast.

Earl M. Bush, Marshfield operator, recently vacationed in San Francisco.

That Irishman, James Patrick Danaher, of Mills Sales Co., Portland, has really been hit by Dan Cupid . . . but bad . . .too.

Hugh Eyerley accompanied factory representative Shapiro, of Gardner Sales, on a trip through the Northwest.

Frank Lorden has been appointed new Northwest Representative for Mills Novelty Co. Lorden replaces "Briz" Crabtree who recently passed away.

Marty Fibiger is moving into his new home on Canyon Road in Portland.

George W. Jenkins, Vice-President and General Sales Manager of Bally recently visited the Northwest on a combined business and pleasure trip.

Recent Portland visitors included Mr. and Mrs. Vern Clifford of The Dalles, Oregon; Mr. and Mrs. Milt Martin also of The Dalles; H. J. Bevan of Klamath Falls; P. D. Winch of Eugene; and Sam McConnell of Grants Pass, Oregon.

L. Helen Cusson. ◆

SEATTLE

SEATTLE—The strains of Lohengrin and the bugle of Unc Sam's khaki-chorus ended up in a chord-to-chord dead heat. In times of national emergency you have to finish better than a tie with the quick-moving gent in red, white and blue or you'll find yourself massaging a gun in this man's army. That's exactly what happened to Tommy Cater. He kept telling the girl he loved her, kept telling the preacher to hurry—but six weeks later he was admiring the scenery at Fort Knox, as a buck private and trying to figure out how he could support the little woman of his heart's choice on a buck plus twenty a month. In appealing to the draft board, Tommy declared that he hadn't married to evade conscription—gosh, haven't these skeptics ever been in love?—that he had known his chosen partner for five years, been engaged a long time, and made plans to marry before the draft went into effect.

That started the ball of red tape on its unwinding process. Seven months later it reached the end of the spool, and Tommy Cater rejoined the forces of Harper-Meggee. Welcome back, soldier!

That loud, resounding thud you just heard was Seattle's city council dropping the $15,000 master license deal for automatic payouts into the agenda of Dead Measures. The proposal, had it reached the ordinance stage, would have created a monopoly which would have been handed to Puget Sound Amusement Association. A monopoly handed to anybody at anytime is like saying we hate dictators and then going ahead and putting one into power.

George Schnabel is a man of tolerance and forbearance, but it is taking much more than the patience of a Job to keep a mechanic on the job at Coin Machine Parts & Service. Months ago George combed the local field for a top-flight service man. In desperation, he reached into Minneapolis and pay-rolled Bob Harrell. Then he dipped into the Department of Fisheries and picked off Don McHugh. But alas and alack, George's peace of mind was not to last. Bob resigned to accept a post with Operator Chuck Johnson, while Don bent an ear to the seductive offers of the shipyards and is now a national defense electrician. Can you blame George for referring to ex-Dept. of Fisheries McHugh as the big one that got away?

Fred Fields was witnessing a floor show recently, 'tis said, and somewhat to his consternation, discovered he was having difficulty following the prancings of the oolah-la girls. Realizing that something serious was wrong, Fred went direct to an optometrist. The verdict was: faulty vision—farsightedness. The remedy: a pair of glasses.

Sunset Electric, home of Columbia-Brunswick-Okeh, pushed the walls around to expand its facilities; Decca moved to larger quarters; Harper-Meggee gobbled up more square yards of footage. Need we say more to substantiate the statement of the disc jobbers that business is booming toward an unprecedented all-time peak?

Latest up-to-the-minute score is 2 to 1 in favor of Porky Jacobs, but the only real winners in this game are the wives of three pin table operators. It all started a couple of months ago when Porky won a few dollars from Harry Weatherwax and Cliff Knowles in a friendly game of poker. Weatherwax and Knowles phoned Mrs. Jacobs and related the joyful news that Hubby Porky had won the magnificent sum of $55. Mrs. Jacobs became so happy over this sudden stroke of prosperity that she went right down to the department store and bought and bought and bought. The fact that she exceeded the $55 Porky hadn't won by a large margin did not seem to faze her in the least.

Porky masked his resentment like a real trouper and bided his time. It came one day when Knowles and Weatherwax walked off with the lion's share of a three dollar coup. While the two boys were congratulating themselves on their card skill, Porky unostentatiously strolled to a telephone and informed the wives of these two operators that fortune had smiled; a bonanza had been struck; that silver was clinking a merry tune. They bee-lined for the nearest emporium and all but mortgaged their homes in their sprees. As we said, the score is 2-1, but keep your fingers crossed. Anything can happen now.

Remember Barbara Nafsted, the clever kid who guest-columned for this scribbler two years ago? In that short interim, she married, brought a husky youngster into the world, and traveled to California, Arizona and Alaska. Thelma Oliver, her former boss at Jack Moore, recently dropped

Buy U. S. Savings BONDS and Stamps for Defense

Wishing You and Yours a Merry Christmas and a Prosperous New Year

●

We Value Your Business and Sincerely Appreciate Your Good-Will

Complete Line of ARCADE EQUIPMENT

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

— On the Coast —

in to her Anchorage home while on a three-week vacation jaunt to say "Howdy" and convey best wishes of the Coin Row crowd.

A hypo was shoved into Decca's city sales force last month, when City Manager Andy Huffine was given two assistants: Vic Travethan, a new payrollee, and Ray Brasswell, who will soon go on record for Uncle Sam—where sales talk won't do the least bit of good.

Virginia Samson—no resemblance to the Biblical strong man except that she shows her strength in character instead of muscularly—was switched from Harper-Meggee's main office force to help control the run in the record department. Virginia, an old high school friend of your correspondent—please, fellas, no phone number requests; can't you see that wedding ring?—graduated from a local business college during the depression era and won her spurs in the business world shortly thereafter.

A genial host, a true-to-the-last-ditch friend, a right guy who dealed them off the top of the deck at all times—this column bows in tribute to the memory of Briz Crabtree, whose untimely passing left a void that will be difficult to fill or forget.

SEATTLE SHAVINGS—Last month's REVIEW beat the stork to Doyal Gudgel's household, and instead of receiving an offspring, he was given the bird by that bird. As this is written, the winged critter had flapped but not flopped. . . . Randy Norm, snake-killer par excellence, has cast away from Ed Brashem's moorings and caught on with Sandy Sandtner. . . . Sandy has purchased the route of Harry Weatherwax, while Harry has retired to the Weatherwax Magnolia Retreat. . . .

Out of town visitors of prominence: George Jenkins, Bally general sales manager, and Hank Maser, O. D. Jennings' West Coast regional manager. . . . Phonoland extends the Halo of Hearty Welcome to Kenny Bozley, newcomer to the Wurlitzer office, formerly employed by J. E. Owen of Raymond . . . Another Wurlitzer addition: M. D. Gunn, accountant, an ex-state sales tax division expert. Gunn runs true to his "initial" form, as he can "doctor" and nurse any set of ailing books back to perfect health. . . .

Northwest Sales are in the throes of parts department growing pains, with carpenters juggling tools all over the place. . . . Speed boat racing palled on Johnny Michael; the thrill and zest of flashing through frothy waters a mile-a-minute in quest of a trophy no longer appealed to him. Result? He traded his three speed boats for a $6,000 yacht. From here on in, it will be Captain Michael. . . .

Quick, call a doctor! Rudy Peterson, Coin Row's barrel-built muscle man, is worried no little over losing 18 pounds, thereby bringing his weight down to a mere 265. Doctor—the vitamin tablets, please! . . . Clyde Newton of Puget Sound Novelty is combing the Northwest for an expert mechanic to prevent the heavy volume of service jobs now filling his floor space from pushing him out into the street. . . . A memo from Montana: Johnny Boyle of Billings has purchased the phono and pin game route of Lou (Klamath Falls) Polin.

J. J. Mellon, a bundle of wiry energy, is back as manager of Seattle's Canteen Co. branch, after two years with the Portland office. Starting in the merchandise field 30 years ago, Mellon still retains that vibrant interest and enthusiasm that characterized his entrance into the business. . . . An eye-knocker-outer: Wurlitzer's nifty new Model 430 Selector box and speaker, which is receiving a red-hot reception.

Louis Karnofsky. ◆

* * *

Margaret: "Yes, Mary went crazy over clothes. They had to put her in a straightjacket."

Elisabeth: "How was it trimmed?"

I Have the Largest Line of

SALESBOARDS and PREMIUM MERCHANDISE

in the Pacific Northwest

Here, now . . . and ready for IMMEDIATE DELIVERY . . . the finest and largest assortment of Salesboards and Premium Merchandise in the great Pacific Northwest.

ALL of the hot numbers are here and I will not give you a bum steer. Instead I'll give you real tips on the boards and merchandise that coax the maximum plays per board. May I show you?

Have you investigated Mills PANORAM? Get the "inside dope" on this money-maker today!

SIBYL STARK

106 Elliott, West Phone Alder 1819 Seattle, Washington

Mac Mohr

Mohr Completes Successful Year

LOS ANGELES—Mac Mohr, West Coast Factory representative for Baker Novelty Co., Daval Co., and H. C. Evans Co., has just returned to Los Angeles from a swing through his territory to announce that the year 1941 has been one of the best his three firms have ever enjoyed in the Western territory.

"Despite certain disturbing periods during the past year," said Mac, "our business has continued at a top peak and all three of my factories have expressed themselves as very pleased with the marvelous business we have enjoyed with Western jobbers and operators. We have had a steady line of money making equipment for operators and it thrills us to know that we have contributed to the welfare of the operators in this territory. While the future is somewhat indefinite at this time our factories are not panicky and in 1942 we will continue to serve the operators of the West with equipment that will top anything we have offered in the past. I have had confidential information from all three of my factories and our plans are set on a steady stream of profit equipment for 1942.

"As the year ends I want to thank the members of the industry for their fine cooperation during the year and wish them all a happy yuletide season." ◆

AOLAC Joins U.S. C. of C.

LOS ANGELES—No this is not an excursion in capital letters for the Associated Operators of Los Angeles County, Inc., has been voted a membership in the Chamber of Commerce of the United States.

AOLAC was advised of the acceptance to membership on November 17th and Curley Robinson summarized the honor as follows: "The U. S. Chamber of Commerce is composed of all the Chambers of Commerce in the United States and maintains headquarters in Washington. Full cognizance has been taken of the work and efforts of this Association on civic matters, as well as defense tax measures." ◆

* * *

Newsboy: "Uxtra! Glasgow Express wrecked! Read all about it!"

MacRitchie: "Aye, Sandy, is not that the train your wife was on?"

MacIntosh: "Yus, yus, but I'll wait for the last edition, and that'll have the races in it, too."

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

SAN FRANCISCO — On the Coast —

SAN FRANCISCO—Word reached here a few days ago that C. J. "Briz" Crabtree, popular road man for Mills Novelty Co. died in Chicago during November of a heart attack. "Briz" was well known on the Pacific Coast. He formerly represented Mills in the Pacific Northwest and more recently was in the Chicago office assisting James T. Mangan, advertising manager of the company.

We dropped in on Wolf Reiwitz between his many trips and found him busy as ever. He's had a session with the medical men, but is feeling a lot better. Wolf has just returned from a swing around six western states, where he finds business very good. Both he and Chick Roberts are planning to get off soon to New Orleans for a Wurlitzer factory meeting. "We could use more merchandise," Wolf said, "but I guess that's bothering everybody in the trade right now."

Recent visitors at the San Francisco office of Wolf Sales Co. include R. S. Anderson of Santa Rosa; William Savel, Mission Novelty Co., Monterey; "Happy Jack" Gardner of Watsonville; C. P. Reinert of Yuba City: John Hathaway, of Nevada City and Roy Clemens of San Leandro. And they're all buying equipment, too.

Duck hunting is undoubtedly one of the most popular diversions the local coin men have. Bill Corcoran has been getting away as often as time permits and Bill is a member of a shooting club up in the marshes north of here. Chick Roberts is also a nimrod of no mean virtue and the limits he brings back speak well for his ability. Incidentally, Chick, we hear that you're able to eat them, too, since you had that bad tooth fixed.

"Hello 'cuz' ". That's the way Carl Noto of the Operators' Exchange greets Marty Fere, San Francisco operator. For Carl and Marty are cousins-in-law, following the recent marriage of Carl and Miss Lucy Serimian of Selma, Calif. You see, Marty's wife and Carl's new bride are cousins. Mr. and Mrs. Noto will make their home in San Francisco.

George Jenkins, general manager of Bally Manufacturing Co. of Chicago was a west coast visitor last month, according to Johnny Ruggiero of Jack R. Moore & Co. Incidentally, Johnny, going north to the opening of Moore's new Portland office, remained in the Rose City for two weeks, he liked it so well and has just returned.

There is quite a little anxiety in the trade here about the growing scarcity of new equipment and it is voiced from all quarters. Warren Taylor of Oakland, as level-headed a wholesaler and jobber as there is in this area, looks at it this way: "While there is still new equipment to be had, the operator should pick and choose as much as he can and in this respect, he should buy only standard equipment. By that I mean don't stock up on fancy equipment—merchandise that is apt to be short lived in popularity, even though it might mean good profits for the moment. Buy now for the long pull those machines that will most likely be in vogue for a considerable time." Good advice, Warren.

Taylor, who travels about the country a great deal, is very sold on Las Vegas, Nevada, and the prospects for its continued growth of interest in coin operated machines. "Las Vegas is really booming and is pushing Reno very hard," he said.

Fred S. Neumann of Rex Vending Co. is a mighty busy man these days with his Rock-Ola installations following his recent placements with the Army. Don't be too surprised if Fred comes up soon with another big announcement.

George Bennett of Rex Vending Co. is in Eureka. There are a lot of Rock-Olas in that town. Ray Hix, from Red Bluff and Harold Zimmerman from Ukiah were recent visitors at the Rex office here. Both say business up their way is swell. George Murdock, of Rock-Ola, was seen in San Francisco again last month.

A. E. Meyers, formerly of Wolf Sales Co. and more recently with D. Gottlieb, Inc., is back at work in the city by the Golden Gate. He's joined up with Lou Wolcher's company here.

Can't tell you very much this month about Sid Mackin's group. We do know however, that everybody in the Amusement Merchants' Association office here is still working harder than they should and they're too busy to talk or give us any news, try as we might.

Also, Bob Spencer seems to be in the same boat.

Robert W. Walker. ◆

* * *

Mistress: "I saw you kiss the milkman this morning. I'll take the milk in myself after this."

Maid: "It won't do you no good, Ma'am. He promised to kiss nobody except me."

* * *

"I wrestled with a detective today."
"I'll bet you downed him."
"What makes you think so?"
"Because you're so expert at throwing the bull."

Slot Machine Possession Not Criminal in Calif.

LOS ANGELES—Possession of slot machines, or any lottery devices which may be used for gambling, is no crime in the State of California.

That was the decision, November 22, of the District Court of Appeal in ordering the Los Angeles Police Department to return 214 slot machines confiscated more than five years ago, to Abe Chapman, vending machine distributor.

Machines were seized November 17, 1936, from a private warehouse on South Boylston Street, when Chapman was arrested on a charge of possession of lottery devices. Subsequently acquitted in Municipal Court, he failed to receive an order from Judge Leo Aggeler for restoration of the machines held by police, and brought civil action in Superior Court when Judge Ingall W. Bull ruled against him and ordered further that the machines be destroyed immediately by Arthur C. Hohmann, then chief of police.

In a 22-page decision rendered by Justice Pro-tem Walter Desmond, the Appellate Court held that the Superior Court exceeded its authority in ordering destruction of the slot machines, and pointed out that no evidence was introduced to prove that they had ever been used for gambling.

Ruling that it was "no crime to possess a slot machine, which may be operated as a lottery or as a gambling device," Justice Desmond said the only crime was in actual use of such devices for gambling.

The Appellate Court reversed Superior Judge Bull and ordered the police to return the slot machines.

Justice Desmond's decision was concurred in by Justices John M. York and W. C. Doran. ◆

* * *

Small girl: "Mother, if I grow up and get married, will I have a husband like papa?"
Mother: "Yes, dear."
Small girl: "And if I do not get married, will I be an old maid like Aunt Susan?"
Mother: "Yes, my dear."
Small girl: "Well I *am* in a fix."

Buy U. S. Saving BONDS and Stamps for Defense

WISHING All Our Customers and Friends a Merry Christmas and Happy New Year. We thank you all for having made it possible for us to have the same. Our business has expanded with your patronage.

WOLF SALES COMPANY
Wolf, Ack, Chick

701-09 Golden Gate Avenue **San Francisco, Calif.**

— On the Coast —

LOS ANGELES

LOS ANGELES—The spirit of Christmas is prevalent as never before amongst the members of the Coin Machine Fraternity in Southern California with whispered comments on what so and so is giving to such and such. Many of the Los Angeles jobbers and distributors are laying in extra supplies of liquid Christmas cheer to pass out by the cup and bottle full to their best customers in the few days before Christmas.

Several jobbers and also planning open house celebrations for a day or two prior to Christmas and E. C. McNeil is already counting the days until he puts out the Welcome mat for his open house on the 22nd, 23rd and 24th.

Al Lloyd has joined Harry Kaplan's Southwestern Vending Machine Co., as serviceman.

George Brown, outside serviceman for E. T. Mape Music Co., in San Francisco, spent a ten days vacation in Los Angeles the first part of the month.

Percy Shields has just purchased a new 6 cylinder Ford truck and will soon be calling on the operators outside of the city. Percy is doing a nice business at his new spot on Pico and has tagged his place "The Little Store with Big Bargains."

Jack Gutshall is still scratching his head trying to fill the orders piling up for Packard Pla-Mor equipment. Jack is getting a lion's share of the factory shipments but is still way behind on deliveries.

Al Ezor is now the sole owner of the Pioneer Distributing Co. Martin Smith has withdrawn and is operating Wired Music in Hollywood.

Carl Noto, one-half of the famous Noto Brothers, pulled a new one in late November by going to Reno to get married, instead of getting a divorce. Carl and Joe operate the Operators Exchange in San Francisco and prior to that were local operators.

Paul Blair, Exhibit rep., continues to steam up when the talk drifts to Arcades. Paul is on the go continually calling on Arcades and aiding them in getting new and different equipment.

Another busy Arcade supplier is Fred McKee, Mutoscope rep. Fred believes every Arcade should have one exclusive item that others do not have and he's been instrumental in helping a large number of Coast spots obtain just such an attraction.

Ten AdView machines, which project colored slides automatically, have been having a bang-up run in 10 major markets in the metropolitan area during the past month.

Max Kraut, U-Need-A-Pak Western Sales rep., is nicely settled in his new store at 823 Venice Blvd., just a couple blocks from THE REVIEW. Max is happy in the new spot and reports a sudden spurt of business since Cliff Blake checked out of the firm.

E. C. McNeil, National cig. rep., had his tonsils out the first week in December.

Ed Mape, who owns a big cattle ranch in the San Joaquin valley in addition to his Seeburg representation with offices in San Francisco and Los Angeles, was right in his element the first week in the month when he took in the big Western Livestock Show here.

Joe Carruthers, Bakersfield, found a nice line of machines on hand at Percy Shields and picked up a few for his operations the first of the month.

Art Dawes of San Diego pipes that he has added two new 6 cylinder Ford trucks to his rolling stock to care for his growing business down there.

Clayton Ballard and the Missus, accompanied by the new baby, James Burton, spent a few days the latter part of November at the Packard Pla-Mor regional office in Hollywood. Clayton is the Packard district manager in the Pacific Northwest.

Mac Mohr reports business holding steady and has just returned to his offices from a trip to San Francisco and Reno in behalf of Baker, Daval and Evans. For getting around to see the lads you've got to take your hat off to Mac. He's a lad that gets there . . . and what's more, comes home with the business.

Tony Parina, of R. A. Parina & Co., left the city on the 8th to visit the DuGrenier operators in this territory and line up their equipment needs for the new year.

Del George, who has equipment scattered over the Imperial valley, was in town after Thanksgiving picking up new machines.

Louis Kaplan, son of Harry Kaplan, finds football a really tough game. Louis is carrying two broken fingers in a cast as a result of a recent football injury at college.

Stanley Tracy, Kingman, Ariz., was in town for new equipment the first of December and visited Mape Music as well as several other places.

Frank Jarrell is really excited about his new miniature bar box. It's a cute little number and a real beauty. Frank has rightly named it "The Little Feller."

W. E. Simmons, Packard Regional salesmanager, reports that Homer Capehart is back at his desk at the factory after being confined to his bed with a severe case of flu the latter part of November.

Thanksgiving gatherings were numerous in coindom and some of the lads took both Thursdays to celebrate with turkey and the trimmins'.

Fred McClellan is on the coast again and is receiving a welcome at the various jobbing establishments in California.

Roy Garrison, Phoenix, was in town in early December loading up on new machines for Arizona locations.

Frank Meyers, Exhibit prexy, is wintering at Palm Springs and gets into town frequently to see how the lads are doing with Exhibit equipment.

L. B. McCreary of Mape Music, states the local boys are really climbing on the Defense Bond band wagon and buying bonds and stamps right and left. Seeburg has supplied Mac with a patriotic model of the Hitone Symphonola all dolled up in red, white and blue. Mape Music will donate the use of the machine to the Federal government. It will be loaded with patriotic numbers and used in selling defense bonds on various downtown spots with movie

This Santa Is Bogus
BUT
THESE BUYS ARE NOT

NEW GAMES

Gottlieb's SPOT-A-CARD	$108.50
Genco VICTORY	108.50
Exhibit's BIG PARADE	108.50
Gottlieb's FIVE AND TEN	108.50
Chi. Coin VENUS	108.50
Chi. Coin BOWL-A-WAY	108.50

NEW CLOSE-OUTS

Genco GUN CLUB	$ 98.50
Genco ZIG ZAG	94.50

USED BUYS

By Genco:	
HI HAT	$ 54.50
METRO	39.50
SEVEN UP	49.50
BAND WAGON	39.50
TEN SPOT	54.50
By Chi. Coin:	
MAJORS OF 1941	59.50
SPORT PARADE	49.50
LEGIONNAIRE	69.50
By Exhibit:	
SUNBEAM	54.50
DOUBLE PLAY	62.50
ZOMBIE	44.50
Bally PAN AMERICAN	62.50
Stoner's ANABEL	29.50

A Merry Christmas to All Our Friends

"The House That Doesn't Chisel!"

LONG BEACH COIN MACHINE COMPANY

1628 E. ANAHEIM Phone 722-64 LONG BEACH, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

stars selling the bonds and the phonograph supplying the atmosphere.

Before long the Paul Laymons will be moving into their new home in the Huntington Palisades. A housewarming will bring together the blue blood of the coin machine fraternity in the Southland and Bert Buetler is already trimming his menus to get in shape for the big event.

Fred Gaunt, of Trojan Novelty fame, is elated over the Arcade business that is coming in over his threshold these days.

Claude Tomlinson, whose name means a big operation up Exeter way, is spotted almost every week in the various jobber outlets, putting his dough on the line for the newcomers.

Mr. and Mrs. Mario Castegnaro of Associated Producers Distributing fame, are making big plans for Christmas week. They are getting a huge Xmas tree and have the Christmas Spirit right.

Johnny Winn, Long Beach, is now a full-fledged pilot and flies his own plane hither and yon.

Frank Root, Lancaster hermit, confides that business is above average up Mojave way and substantiates the statement with substantial machine purchases.

When War broke out coindom in L. A. really hummed with varied versions of just how we're going to wipe the Japs off the face of the earth. The common slogan became "Get Hitler and the Mikado" and all seemed to join in on the chorus. Easterners and middle westerners who have relatives in the business out here burned Postal and Western Union wires requesting them to hie to safe ground in the East until the Japs were slapped down proper. None left—a positive tribute to coindom's confidence in U. S. Defense.

William Happel, of Badger Novelty, Milwaukee, has been in town for a week whispering about a new replacement cabinet to local coin folks.

When Jack Gutshall, of Esquire Music, calls headman Bill Simmons, Packard regional manager, his first interrogation is "What have we to offer the operators today—flame throwers or bullets?"

Herb McClellan was reported very ill at his home here as this issue hit the presses.

OUR "Jackpot" OF HAPPINESS
Donna Mae Myers
Owned and Operated by
JOHN and DOLLY MYERS
Hit—November 17, 1941, 3:15 A. M.
Total Amount—7 pounds, 10 ounces
Location—Walworth County Hospital
Serviced by—Dr. T. J. Kroyer, Walworth, Wis.
Dr. D. H. Jeffers, Lake Geneva, Wis.
At home after November 30th, Walworth, Wisconsin

J. W. Myers developed the clever announcement shown herewith when red-headed Donna Mae made her appearance recently to brighten things in the Myers household in Walworth, Wisconsin.

J. T. Turner, office manager at General Music, leaves soon on a Christmas vacation which will take him back to Dallas, Texas. ◆

Assembled in the showrooms of the Mayflower Novelty Co., Wurlitzer distributors in St. Paul, Minnesota, the Mayflower staff heard the details of the "Any Bonds Today?" drive—went to work hard and produced amazing results. With the cooperation of St. Paul Music Merchants, Wurlitzer Phonographs are doing yeoman work in stimulating Bond and Stamp sales in that city. The staff, left to right: front row: Matthew Engel, Jake Nilva, Magdalene Timm, Clyde Newell, Berenice Gilman. Back Row: Gladys Anderson, Sam Edelstein of Hibbing, Margaret Gussman, Lucille Dolan, Herman Paster, Bessie Nilva.

Nemer Opens In Portland

PORTLAND.—Norman B. Nemer, well known and well liked throughout the Oregon coin machine industry, announces the opening of his new firm, The Chicago Novelty Sales Co., at 1221 S.W. Washington street in Portland where he will act as exclusive jobber on sales boards and premium merchandise.

Norm states he will carry one of the largest inventories of boards and merchandise in the Northwest territory and invites operators to visit his new establishment and check up for themselves.

Norman will be associated with his brother Harry who has been in the operating business locally for 14 years. Miss Bernice Short, a charming young blond, will act as secretary. ◆

for Defense — BUY U. S. DEFENSE BONDS

VENDORS

Cig. Operators Join To Fight Stiff Tax

LOS ANGELES—Faced with a proposed tax of $15.00 per year per unit for vendors vending merchandise at more than 5c the cigarette operators of Los Angeles have joined togethed to present a united front in explaining the operation of their respective businesses to the Los Angeles city council and obtain a more equitable license fee.

The ball was started rolling by A. F. Parina, DuGrenier distributor; Max Kraut, Nneeda-Pak Western sales head; and E. C. McNeil, National representative, in mid-November when a meeting of all operators was called at the aLnkershim Hotel in downtown Los Angeles. Tony Parina opened the meeting, explained the proposed measure as it stands before the council at the present time and turned the meeting over to a general round table discussion.

Al Waymouth was appointed chairman to serve with Arch C. Riddell and Harry Steel and the three representatives named above on a committee to visit the city attorney and make other necessary contacts towards getting a favorable hearing on the matter. Petitions have been circulated to locations and the operators are requesting that the $2.50 per machine license fee now in effect remain unchanged for the present.

Matter is scheduled to come up before the council again during December. ◆

U-Need-A-Pak Celebrates Fifteenth Anniversary

BROOKLYN, N. Y. — U-Need-A-Pak Products Corp. will celebrate their fifteenth Anniversary in January, according to Leo Willens, popular vice-president of the organization.

"In all our years of manufacturing coin machines we believe that our Norman Bel Geddes-designed Model "500" Cigarette merchandiser has been the most helpful to the operators because of the smart streamlined cabinet, large capacity and ease of operation for customer," Willens said. ◆

Kraut Moves to New Offices

LOS ANGELES—Max Kraut, representing U-Need-A-Pak, has just opened new offices at 823 Venice Boulevard, just a few blocks from THE REVIEW where the complete line of U-Need-A-Pak Merchandisers is now on exhibition.

C. A. Blake, who was formerly associated with the representation when offices were located on South Hill Street, is no longer connected with the organization and Max Kraut is now the sole representative for the line.

"The Norman Bel Geddes designed cigarette merchandiser has certainly caught on with western operators," stated Mr. Kraut, "and in our new home we'll be able to give them the same old fashioned service they have always had from us. We invite the boys to come in and see us in our new location." ◆

Defense Spending Aids Southwest Ops

HAVERHILL, Mass.—Back from a trip through the Southwest, Burnhart "Bip" Glassgold, Arthur H. DuGrenier, Inc. sales-manager, reports that the government's defense spending program has brought about a marked transition of business in that section of the country.

"Defense work and enlargement of camp facilities have combined to cause a tremendous rise in business activity in the Southwest, even in the thinly-populated states of Arkansas and Oklahoma," Glassgold declared, "and this general trend has brought 'happy days' to many an operator in this territory."

Glassgold reported the booking of tremendous business on the Champion cigarette merchandiser and the Candy Man nickel bar machine. Wally Sipple, firm's Southern representative, accompanied him on the trip. ◆

WVMOA Discusses Pending City Tax

LOS ANGELES — A record turnout of more than 40 operators was on hand for the regular monthly meeting of the Western Vending Machine Operators Association at McDonald Restaurant on November 25th.

President Slater was in fine fettle and conducted the meeting in expert fashion, first acquainting the membership with the seriousness of the pending Los Angeles city license which will place a tax of 50c per year on each penny merchandiser, $5.00 per year on each 5c machine vending merchandise, and $15.00 per year on any vendors dispensing merchandise at over 5c. The Association attorney, Arthur Kennedy, outlined his plan for getting a more satisfactory arrangement than a straight per-machine tax. Two committees were appointed to gather data on the earnings of penny and nickel merchandisers and past-president Scott was appointed chairman of the penny committee and W. J. Farwell chairman of the nickel group.

A. M. Anderson of the Los Angeles Citizens' Tax Bureau, made a very interesting and informative talk suggesting that the operators of vendors seek a re-classification of their businesses with the city license department so that their operations might fall under the blanket gross business license tax. Anderson suggested a term of Merchandisers, or Automatic Merchandisers with each man listed as a business merchant just the same as regular retailers. His suggestion was approved by those in attendance and plans are to be formulated to seek such a classification.

Next meeting is scheduled for the same meeting place on Tuesday, December 30th. All operators of vending machines of any type are invited to attend.

Larry Hagler, Secretary ◆

Weiner Uses Car, Boat and Plane

NEW YORK—Modern Design has really got Murray Weiner in its clutches.

When Murry left New York to show the U-Need-A-Pak Model 500 Bel Geddes-designed Cigarette merchandiser to southern operators he used all three methods of transportation.

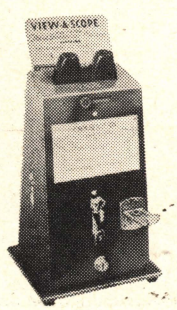
First Murray took his car aboard steamer and hied off to Jacksonville, Fla. From there he covered all of the operators in the south by means of his car and airplane transportation. ◆

AT YOUR JOBBERS **TAKE A PEEK** AT THE SHOW BOOTH 225

Something New HAS Been Added!

ARCADES-OPERATORS
New 10 Play PEEK SHOW

"42" VIEW-A-SCOPE
Either Machine Ready to use **$24.50**



— QUICK PROFITS —
Electric Machines - - BALLGUM
Candy or Peanut - SILVER KINGS
$3.95 — Vendors — $6.50

AUTOMATIC GAMES
2422 FULLERTON STREET
CHICAGO, ILLINOIS

GOOD BALL GUM IS NEVER CHEAP!
CHEAP BALL GUM IS NEVER GOOD!

If you are looking for QUALITY, see us. If you are looking for JUNK, see our competitors.

M. T. DANIELS
1025R University Avenue
Wichita, Kansas

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Oregon Coinmen Will Visit Rose Bowl

PORTLAND—Oregon State's first Rose Bowl Game in Pasadena, with Duke University's "Blue Devils" on January 1, 1942, will result in a mass-movement of Oregon coinmen to Los Angeles for the big game, believes W. E. Earl, western representative for the Stoner Corp. Earl, with many another Oregonian, has been cheering and praying for Pacific Coast conference football leadership and the Rose Bowl bid—and evidently had "what it takes" (as did the team) since the bid is theirs.

After a recent visit in Los Angeles Earl covered the entire territory in which he represents the Aurora firm, spending considerable time in Denver and Salt Lake City and reporting excellent business throughout the area he covers.

The Stoner plant, Earl reports, is going full blast in the production of 20mm shells for the government on its munitions contract, in the production of games and Univendors for operators, and the deluxe Double Unit Univendors which are being ordered by the hundreds for the nation's progressive theaters. ◆

◀ Parina Pleased With 1942 Outlook

LOS ANGELES—Before leaving on a brief business trip up through the San Joaquin valley and down the Southern Coast Tony Parina, of R. A. Parina and Co., DuGrenier western representatives, expressed himself as pleased with past business and voiced an optimistic note for the future.

"With the war occupying our attention at the present time and the demands made upon our manufacturers to rush war materials there will naturally be a slacking of deliveries on automatic vending equipment. This is as it should be for national defense comes first," said Tony. "Still operators have their own businesses to look after and care for and so my advice to them now is to buy whatever new equipment they can and hold it in readiness for the spots that are going to eventually need something new. We've been fortunate in getting carload shipments, another of which arrived this week, and we're proud of the grand job we're doing for our Western operators." ◆

◀ Distribs Like Brunswick Stamp Unit

NEW BRUNSWICK, N. J.—Receipt of many letters from leading distributors advising of interest in the Brunswick Postage Stamp Vendor has been reported by Al Davis of the Automatic Sanitary Vendor Corp., maker of the unit. Pleased with the fact that nearly three-quarters of the first mail in response to advertisements came from distributors who have been seeking just such a unit, according to the tone of the correspondence, has resulted in the firm's definitely going into the market for distributors.

"We want to build up one of the largest distributing organizations in the country," Davis declares, "and therefore we are advising each of these firms what our plans are in this direction. We are now on the presses with the most beautiful and effective circular ever made for any postage stamp vendor. We have also arranged for the distribution of leads to our distributors. We have even worked out a special proposition which we feel will instantly meet with the approval of those firms who can distribute the Brunswick Postage Stamp Vendor. We believe we have the very best proposition distributors have ever been offered." ◆

Helps combat employee fatigue—

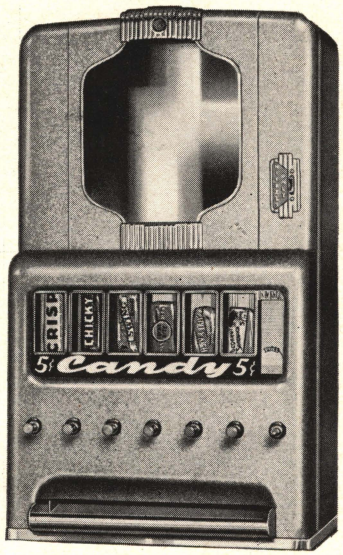
FINEST CANDY VENDOR MADE

Univendor

Employers today welcome the installation of candy vendors in their offices and shops. They recognize the energy building quality of candy, its value in helping combat employee fatigue. These organizations are ready made prospects for you. Talk to them about Univendor, the finest candy vendor made. It's your entree to profitable, consistent business. Investigate today.

Univendor accommodates the popular large size bars, has largest shelf capacity, greater selection, and is available with the multiple price vending feature.

STONER CORPORATION
328 Gale Avenue, Aurora, Illinois



Univendor Junior (Wall Model) 6 column—102 bar capacity

WESTERN OPERATORS — CONTACT
W. E. EARL
Stoner's Western Representative
216 FITZPATRICK BLDG. PORTLAND, OREGON
BRoadway 3830

◀ Glassgold completes Sales Jaunt

NEW YORK—Bip Glassgold, sales manager for Arthur H. DuGrenier, Inc., has returned from a trip down the Atlantic seaboard and through the southern states.

Met by various DuGrenier field men as he covered the territory Bip met up with, and talked to, such well-known operators as Mrs. Joe Susbee in Little Rock, Ark., Carl Jackson and Mr. and Mrs. Wood of Western Novelty in Seminole, Okla., and H. C. Ogle of the Vending Machine Corporation of America in Tulsa. "They all agree that our Champion cigarette merchandiser and 5c Candy Man are bringing home the bacon," said Bip. ◆

DENVER

DENVER—Travel seems to be the keynote for Denver distributors. Gano Senter and Wallace Porth, president and vice-president of the Rocky Mountain Soundies Co., respectively, recently returned from a jaunt to Chicago with a stop at their Omaha headquarters. Jim Gaddis, head of Mountain States Music Distributors, has returned from a 3500-mile motor trip through six states during which he combined business and pleasure and also brought Mrs. Gaddis back to Denver from a six-week vacation in the mid-west. Gibson Bradshaw, head of the Denver Distributing Co., is in New Mexico on the first leg of a business-pleasure trip which will probably terminate in Los Angeles. Al Roberts, Denver manager of the Wolf Sales Co., is in New Orleans attending a Wurlitzer distributor sales meeting, among other things, hoping to demonstrate again his piscatorial prowess as he did at a similar meeting last year when he was awarded a trophy as the runner-up for the largest catch of fish.

Bill Anderson, serviceman for Mountain States Music Distributors, is making a trip through New Mexico, including stops at Gallup, Roswell, Albuquerque and Carlsbad, to assist operators in installations.

Condolences to Ray Jennings, serviceman for Blackwell Distributing Co. of Denver, on the recent death of his wife.

Operator Thorne Haas of Tucumcari, N. M., is definitely not lacking in initiative. In addition to his coin machine activities, Haas is doing announcing over the local radio station and, according to all reports, is as successful in his spieling as with his music.

Announcement has been made by Gano Senter that the Rocky Mountain Soundies Co. have taken over Panoram distributorship in Western Kansas and the territory around Council Bluffs, Ia., in addition to the company's present franchise for Colorado, Wyoming and Nebraska. The H. Z. Vending and Sales Co. of Omaha has been doing so nicely with Panoram operations under the Rocky Mountain Soundies franchise in Omaha that they have been assigned similar operations in the Council Bluffs territory. Munson and Carrico of Norfolk, Nebraska have taken the Panoram franchise for their three surrounding counties. Franchise at Pueblo, Colo., is held by the Pueblo Soundies Co. who have placed machines in Pueblo, El Paso and Fremont counties with activities centered in the cities of Pueblo, Colorado Springs, Canon City and Florence. Rocky Mountain Soundies Co. has purchased fifteen additional Panorams to fill recently expanded territories. Art Hickox, Panoram's western sales-manager, was a recent Denver visitor conferring with Rocky Mountain Soundies officials.

Wolf Sales Co. is now sold one hundred percent on United States Defense Bonds. Each employee now has a bond, bought by the company and to be paid for out of employees' salaries. Lewis S. Montania, deputy state administrator for the defense savings bonds and stamp administration, personally visited the company headquarters and made the presentation of the bonds. In addition, the interior of the new Wolf Sales headquarters has a number of buy defense bonds signs prominently displayed, and on the side of their new building a sign has been painted which reads, "Wolf says, buy United States defense bonds" and which incorporates the familiar bond insignia. Wolf Reiwitz, head of the firm, is spending a month at San Francisco headquarters attending to business details and enjoying a bit of rest before returning to Denver.

Century Music Co. of Denver has installed what is said to be the largest local set-up of wall boxes at a popular downtown spot, the Golden Gate Grill, where thirty-five boxes are now in operation.

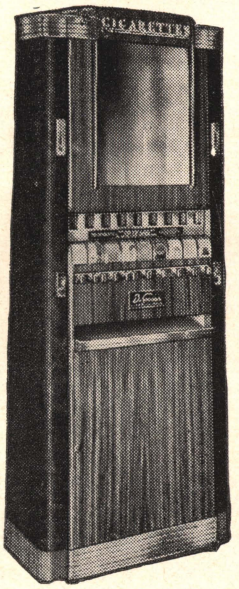
Denver Sales Co. has been appointed exclusive distributors in the Rocky Mountain Region for consoles of J. H. Keeney & Co.

An example of cooperation in patriotism by an operator in a small town is that of L. W. Gentry, of Carlsbad, N. M. Operator Gentry chose one of the most popular spots in town, the front of the Cactus Theatre, to display a Seeburg HiTone phonograph continuously playing "Any Bonds Today?" with appropriate signs and flags draped around the machine. Gentry received a fine notice in the local newspaper as the lead-off for National Defense Week.

Gibson Bradshaw of Denver Distributing Co. has operator and Mrs. Morris Avery of Greybull, Wyo., to thank for some delicious elk steaks which they brought him during a recent trip to Denver. Bradshaw has installed a bulletin board directly inside the entrance to his showrooms where he posts all notices relative to taxes, shipments, etc., for the convenience of operators. Firm was recently appointed distributor for Kirk Guessing Scales, and Bradshaw reports a nice business on both the scales and ABT Target Skill machines.

Bill Davidson, well-known in Rocky Mountain coin machine circles, was recently made assistant office manager of

YOUR 3 CONSISTENT PROFIT PRODUCERS for 1942 AND EACH IS TAX FREE

-1-
The DuGrenier


CHAMPION
The peer of ALL CIGARETTE Merchandisers. The DuGrenier Champion has proven itself over a long period of time in thousands of the best locations from coast-to-coast. Available in a wide variety of colors to harmonize with any interior. Investigate the CHAMPION today!
R. A. PARINA & CO.
156 Ninth Street
SAN FRANCISCO, CALIF.
MArket 6292
1726 S. Vermont Ave.
LOS ANGELES, CALIF.
ROchester 9933
206 Main Street
VANCOUVER, WASH.
Phone 745

Wolf Sales Co. Dan Brennan, who covers Colorado, Wyoming, Utah and Eastern Idaho for the company, reports business holding up nicely in that territory with defense activity causing quite a spurt in Utah, especially around Salt Lake City and Ogden where munitions plants are being constructed and where increased employment and the influx of new labor is expected to really make coin machine activities hum within a short time.

Operator and Mrs. Milton Pritts recently made a trip to Los Angeles to purchase new arcade equipment. Pritts has been successful in ballroom and bowling locations and now has machines at the two most popular ballrooms, The Rainbow and the Denver Dancing Academy, and at three bowling alleys—Denver Bowling, Pla-Mor, and Denver Recreation. Pritts now has machines at Lowry Field and is placing equipment at the new, recently opened servicemen's club. Recordings made of the Post's glee club, orchestra, etc. are still favorites of the soldiers. The Brown Derby and Curve Tavern both have two machines in operation, a phonograph and a Panoram. The Brown Derby has a forty-record machine for dancing. *Herb Trackman* ◆

Atlas Mail Order Business Brisk

CHICAGO—We were talking with Eddie Ginsburg, official of the Atlas Novelty Co., the other day when the mailman staggered in with an armful of the daily mail. Thus the conversation swung around to the subject of mail orders.

"There are times", declared Eddie, "when bad weather, long distances, or the pressure of other affairs keep operators away from our show-rooms for some time. But if they need anything they write in to inquire about certain machines, to ask for advice or recommendation, and to order whatever equipment they need in a hurry. They feel every confidence in visiting with us through the medium of the mails because they always get satisfactory service. Our mail orders alone keep us well occupied at all times."

When we asked about the foreign export business, Irving Ovitz was called in to tell us about this phase of the business. In addition to his many other duties, Irv also handles exports for Atlas. "Some day I want to take a long and extended trip to visit every one of our friends in foreign lands. Although we have met no more than a few, I take it as a genuine compliment that so many large sized orders come in regularly. We pay a lot of attention to export business, and their continued patronage results from the fact that we give fair values and make it a point to ship only the finest rebuilt equipment."

Howard Freer happened by just then, and because he handles all the inquiries, we asked for his views on the mail order subject.

"I get the biggest kick out of seeing the customer's first order followed up by several additional orders until I get to know his requirements as well as if he came in personally to buy. All of us who write letters try to inject a friendly, personal note, and the ever-increasing volume of correspondence and mail orders that we get is plenty of evidence that we are successful. Sometimes an operator is not familiar with every game, and when he asks about the machines that will do him the most good, we are careful to recommend the very best games for him." ◆

Reno City Fathers Deglamourize Burg

RENO, Nevada—The staid and conservative residents of this wide open town are beginning to wonder how far the city dads will go in their sudden drive to rid the town of its famous glamour.

The burg-bosses first ordered the gambling clubs employing women to hang blinds in their windows and not content with that they turned their attentions to a modest tax on automatic phonographs.

Town treasury is bulging and the state has ample funds so there is little chance of the tax license going any further than the talking and publicity seeking stage. ◆

* * *

The secret of success is making hay with the grass that grows under other people's feet.

-2-

The DuGrenier

CANDY MAN

Flashy . . . attractive . . . and it catches the eye — AND THE NICKELS! The DuGrenier CANDY MAN is designed and built for "long haul" operation. It will maintain its streamlined, sparkling appearance and work perfectly for years to come.

Investigate the profits in Candy vending today. We have case histories that will amaze you.

R. A. PARINA & CO.

156 Ninth Street
SAN FRANCISCO, CALIF.
MArket 6292

1726 S. Vermont Ave.
LOS ANGELES, CALIF.
ROchester 9933

206 Main Street
VANCOUVER, WASH.
Phone 745

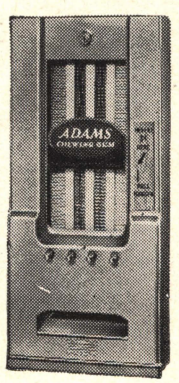
A
Merry Christmas
to
All Our Friends

•

R. A. PARINA & CO.

-3-

The Adams
GUM VENDOR



Slick, smart and sanitary . . . the Adams Gum Vendor is truly America's most popular penny vendor.

Made by DuGrenier the Adams Gum Vendor vends the nationally advertised Adams Gum. Here is a pairing of two outstanding concerns with nation-wide reputations, that can't be beaten.

The Vendor, as well as assortments of all of the popular flavors of Adams Gum, is stocked in Los Angeles, San Francisco, and Vancouver, Wash., for immediate delivery to Western Operators.

Call at our nearest office, or write today, and let us tell you just what you can expect from an operation of a string of Adams Gum Vendors. You'll be surprised at the profit possibilities of this little Giant!

R. A. PARINA & CO.

156 Ninth Street
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ST. LOUIS

ST. LOUIS — The month of November found the coin machine trade in St. Louis full of unaccountable peaks and drops in both collections and equipment changes.

Big news of the month was the large number of extra-curricular meetings held by associations in the pinball and phonograph fields, which showed concerted action of a type unusual in the business. On November 15 a special meeting timed with the National Defense Bond Drive was held at the Melbourne Hotel by all St. Louis distributors, inviting everybody in the coin machine business or connected with it to an evening of talks, a lecture on the defense program, and the buying of defense bonds by all operators and their employees. More than two hundred attended the meeting, all invited by Ed Fisher, secretary of the Associated Phonograph Owners of St. Louis, and John LaBan, president of the same group. Officials of the Missouri Amusement Machine Operators' Association also lent their help to producing a full turnout of people with a minimum of $18,750 in their pockets to help the government along.

Featured speaker was John D. Edwards of the St. Louis Chamber of Commerce, a leading figure in the southwestern section in the national drive for bond sales. Your correspondent took the drive to heart by buying four of them for his own "poke."

Cooperating on the committee were Martin Balensiefer, W. B. Novelty Co.; Joseph Turner, Decca Records; Carl F. Trippe, Ideal Novelty Co.; Ben Axelrod, of Olive Novelty Co.; John LaBan, AMI; Harry Hunter, Interstate Supply Co.; William Betz, W. B. Novelty Co.; and Barney Frericks, Arrow Novelty Co. Ed Morlence of the Phonograph Owners Association of Southern Illinois also mounted the rostrum for a talk.

Edwards of the Chamber pointed out to operators that their work in putting Any Bonds Today in the top spot on the nation's phonographs was a well-inspired drive, and congratulated every member attending for the fact that St. Louis' No. 1 disc slides were all carrying Any Bonds Today for the third consecutive week. Following his talk, bonds were sold like hot cakes, every member attending buying at least one, and some even purchasing $1000 bonds. All members of the Ideal Novelty Co. from janitors to President Carl Trippe posed for a photo showing the group holding its purchases. W. B. Novelty Co. also produced a 100 per cent purchase, and Olive Novelty Co. another 100 per cent purchase by all employees. Incidentally, Ben Axelrod has taken the meritorious stand of deducting a certain percentage each week from employee paychecks for the purchase of an $18.85 bond, with ample support from his staff. Ideal Novelty is adopting a similar idea, having purchased $3,500 worth of bonds in the past eight weeks because of it.

Toughest luck of the year award, if there were such a thing, would go to Earl Walker of Herrin, Ill., large-scale southern Illinois operator who, among other things, owns and flies his own airplane. Flying over Missouri a few days ago, he suffered a minor mishap in landing the plane on a cornfield, sending it at heavy expense to Scott Field near East St. Louis, Ill., for repairs. While in the Scott Field hangar, awaiting repairs, a sudden fire burned down the hangar and half a dozen new airplanes in storage there — including Walker's new plane, which had no insurance. Thus, Walker is "grounded" at high expense, and is receiving a lot of condolences from fellow operators who have taken air trips with him.

Walter Gummersheimer, who recently introduced Singing Towers to St. Louis, is moaning over the fact that he has plenty of customers but no merchandise. "Now the factory tells us there is going to be less of what wasn't there before!" he complains.

Another important meeting involving the Missouri Amusement Machine Association was held November 15, when members got together for a tax conference. On the committee were Lou Morris, president; Abe Jeffers, member, and Dewey Godfrey, legal counselor; all of whom made a jaunt to Chicago November 14 to discover what the new federal taxes mean to the operation of amusement machines. This all-important subject brought out the entire membership for the first time this year, sixty-seven men answering the roll call.

Dewey Godfrey outlined the tax on each type of equipment, stressing the dangers of non-compliance through ignorance, and set up a test case for the information of attending members. He also pointed out the need for better tax gathering and reporting methods, something in which many operators are even more than lax.

Many allusions to "fakes" and "phonies" are bringing smiles to the faces of Jack Rosenfeld and Carl Trippe of Ideal Novelty, both of whom have mounted the barracuda they caught in Florida waters earlier this year on placques over the office desks. Carl's is only a few inches smaller than a shark, and to start an argument, all that's

● BALL GUM — Finest Quality
¾" or ⅝" — Write for Samples and Prices
U. G. GRANDBOIS COMPANY —Kalamazoo, Mich.

needed is to call it a fake. Carl will then relate the hours he spent bringing the vicious looking fish aboard.

Walter Morris, son of Joe Morris who operates J. S. Morris Novelty Co., has returned to St. Louis on a furlough from army duty. He was the first operator here to be drafted, and will be discharged soon after the first of the year. Another ex-draftee, Al Keshner, formerly auditor at Ideal Novelty, has also returned; but Keshner is through with the whole business, he says.

Leo Lane, popular St. Louis phonograph operator, has returned to his routes after a month's illness with influenza. Friends welcomed him back with a party.

James Barnes, operator from Jacksonville, Ill., stopped briefly in St. Louis enroute to Kansas for a long hunting trip. Nobody knows yet what he will hunt in the corn state.

Martin Balensiefer and Fred Pollnow, two of the most consistent nimrods in the coin machine fraternity, have returned from a hunting trip in southeastern Missouri, reporting a lot of luck. Martin also took a short trip after quail, and came back with his usual luck — the limit in two days. Another hunter who almost disappears and reappears on his route coincidentally with hunting seasons is Mike O'Gilvy, most regular hunter of them all.

Mike Luzaich, independent operator, took a chance last month and put a whole string of 20 military records on a machine near Jefferson Barracks for two weeks. Result: heaviest play in several years. Mike thinks that soldiers would be tired of anything military when off duty, can't understand the surprising success of his move.

Another new arcade — this the first in its section — was opened by Carl Trippe of Ideal Novelty Co. at 2628 Cherokee in November. It's titled simply the Ideal Arcade, and draws a heavy soldier play from nearby forts.

Phonographs got a boost to the public during the Armistice Day parade November 11, when Ideal Novelty Co. mounted a new Rock-Ola Tone-Column on its new ton truck, together with a sign reading "The Number One Hit on Every Phonograph— 'Any Bonds Today' " mounted over the cab. Playing Any Bonds Today, the truck was used in the parade, toured the city for a week following and wound up playing the same piece outside the Melbourne Hotel at the bond meeting described at beginning of this article.

Fred Vaucher, operator of Crystal City, Mo., was in St. Louis for a few days in November, attempting to replace equipment. He finds play in rural areas better than at any time in many years.

Louis Ruegnitz, suburban St. Louis operator, has a new Oldsmobile convertible coupe. Friends are presenting him with chrome accessories for Christmas.

Tom Herschorn of East St. Louis, Ill., has come up with his third baby girl during November. "Maybe I listen to Eddie Cantor too much," he opined. Anyhow, Tom is sure of plenty of exercises with three baby girls to bring up.

Robert Latimer. ◆

Mills Gets Huge Defense Order

CHICAGO—Mills Novelty Company announces award of contract by the United States Army Ordnance of an order for immediate production of 320,000 forty millimeter shells. Fred Mills, President of the Company, stated that one of Mills three large manufacturing plants will be devoted exclusively to the production of this order and other orders for the Army and Navy. The particular plant assigned to this work is located at 4535-4561 Palmer Street, Chicago. The employees of the Mills institution number 2200. ◆

Girls Featured in Two New Devices

CHICAGO—Girls are the main feature of two devices now being marketed by Automatic Games, producers of Silver King Vendors. First of the pair, called View-A-Scope, presents 14 consecutive Hollywood still pictures in three dimensions for either a penny or a nickel. Operating on a single dry cell, a button changes and lights each of the pictures in sequence. Low-cost films are said to be quickly interchangeable.

Second new unit, called Peek-Show, likewise operated from a single dry cell with adjustable time, and similarly equipped with A.B.T. 1c or 5c coin chute, holds ten Kodachrome-size films, viewable at a cent each. Several hundred outstanding art study films are said to be available in stock, and the operator may, if he chooses, use his own candid camera films in the device. ◆

Five & Ten Is Gottlieb's Latest

CHICAGO—"It's a million dollar baby," sang Dave Gottlieb, prexy of D. Gottlieb & Co., "and it's here in Five and Ten." On and on the catchy tune carried throughout the plant. From the president down to the office boy and out in the factory they hummed, sang and whistled while they worked.

"We've had a long series of winners in succession," continued Dave, "but this game is the honey of them all. It's a sweetheart! It's a beautiful job any way you look at it—eye appeal, play appeal and mechanical perfection. No guess work or wondering how the game is played, it's simplicity itself. Spell out F-I-V-E, spell out T-E-N, spell out T-W-E-N-T-Y and you've done plenty. Not only that, but high score awards are an additional attraction.

"I predict," concluded Dave, "you'll want to see a lot of this baby. Five and Ten is destined to establish new records not only in sales but a new peak in profits for the operator." ◆

Unwrap the Sweetest Money-Maker Ever Built!

Du Grenier CANDY MAN

5c CANDY BAR MACHINE

Everything you are looking for . . . plus everything you NEED in a candy machine . . . at approximately ONE-HALF THE PRICE of other machines.

The CANDY MAN is a beautifully designed compact unit that requires a minimum of space yet displays and vends 12 varieties of standard brand candies. Capacity—72 bars!

Operators find the CANDY MAN the easiest machine to service and to spot! Buy the CANDY MAN today!

Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

A. H. DuGRENIER, Inc.
15 Hale Street
Haverhill, Mass.
Gentlemen:
Please send me full color literature on the "CANDY MAN" and have your representative call.
Name.....
Address.....
City.....State.....

MOVIES

Metermovies Occupies New Plant

LOS ANGELES. — The spacious new quarters of Metermovies, Inc., manufacturers of the Metermovie moving picture machine, have been completed and will be occupied by the company shortly after the issuance of this magazine, it was announced to the REVIEW by Metermovie officials this week. The new building, equipped for large scale production, is located at 6235 Santa Monica Boulevard, near Vine Street, in Hollywood. This will be the central headquarters for the firm's three operating plants, and contains excellent quarters for demonstration and film showings.

Salesmanager Robert De Leon stated to the REVIEW, "Our new location is excellently situated, being very near the heart of Hollywood, and within a few minutes drive of downtown Los Angeles. It is splendidly equipped, and will mean vastly increased production and better service for our customers. We hereby extend an invitation to all of our friends in the trade to make Metermovies' new building their headquarters when stopping in Los Angeles. They'll have plenty to see at the plant—not to mention the studios and the many hot spots within a stone's throw of the premises."

This enlargement is the fourth major expansion of Metermovie production facilities. The COIN MACHINE REVIEW extends heartiest congratulations and hopes to chronicle many further occasions of this progressive company's growth. ◆

Birmingham Groups Promote Stamp Sales

BIRMINGHAM, Ala.—Members of the coin machine industry of the state of Alabama met at the Thomas Jefferson hotel here on November 14th to pledge their aid and support in the Defense Stamp and Bond Drive. Sales of bonds and stamps at the meeting totaled $4,400.00.

Arrangements were in the hands of Birmingham Vending Co., Magic City Music Co., Decca, Watts-Newsome, G. & S. Distributing and R. P. McDavid & Co. ◆

* * *

"Is your sister a blonde or a brunette?"

"I don't know. She's at the beauty shop right now."

APDI Films Go To College

LOS ANGELES—Besides going into the best locations from coast-to-coast the 3-minute movie product of Techniprocess Studios, released through Associated Producers Distributing, is now going to college.

During November, Sam Bunchez, western representative for Vaporate Co., a firm engaged in waxing and hardening films for long wear, asked Techniprocess to provide a few prints for a special showing before the members of the Cinema Department of the University of Southern California. Techniprocess responded nobly and provided 20 3-minute subjects for projection before the student body.

As the subjects were shown the directing head of the Department commented on the films, the interpretation, the casting and the finished product and so enthusiastic did the student body become over what can be accomplished in the way of entertainment in a three-minute movie that a special movie project was ordered by the University.

The instructor in the Cinema Course has purchased several phonograph records and requested students to write a suitable script, following the Techniprocess formula. Scripts will be judged and the best selected will be made into a 3-minute movie.

Further co-operation was offered by Mr. and Mrs. Mario Castegnaro of Techniprocess when they invited the students in the Cinema Course to visit them during production at the Techniprocess Studios and see just how efficiently these 3-minute subjects are made. ◆

See
A. P. D. I.
Ad
On Back Cover

Panoram Becomes Combination Machine

SAN FRANCISCO — "You pays your money and you takes your choice"—this old refrain takes on a new meaning, and, according to everybody who has heard about the new developments over at Mills Enterprises, Ltd. in Oakland, it takes on a whopping big new meaning.

Very simply stated, H. L. Lindsley, vice-president of Mills Enterprises figured, some weeks ago that the Mills Panoram movie machine—built as it was to such high fidelity specifications for the emitting of sound —could also serve as a speaker outlet for phonograph recordings. And if this was done, thought Lindsley, a location owner would have, all wrapped up in one package, a movie machine and a phonograph.

And that's exactly what's happening. Over at the big Oakland office they've now got the arrangement down to virtual perfection and crews of men under the direction of Harold E. Sloier, electrical engineer from Mills' Chicago office, are busy at work, building phonograph attachments into the Mills Panoram boxes.

But it's not nearly as simple as it sounds when one stops to figure out the difficulties Lindsley and Sloier have overcome in getting the new machine perfected. Today however, they've got it so it'll work from wall boxes or even by wired installation, controlled from a central distant point, if the location owner prefers.

The combination machine, controlled from wall boxes works under the most complicated electrical-mechanical arrangement imaginable. Every second title in the wall boxes is a movie and the alternate titles are recordings. For sake of explanation, let's say that a movie is being run off, during which time three nickels are dropped in the boxes for recording selections, and someone also drops in a dime for another movie.

The machine, after finishing the movie, picks up the first recording selection and plays it. Then, instead of selecting another recording, it swings back and plays the next movie before finishing up the remaining two recordings.

As Lindsley and Sloier explain it, as long as there are both movie and record selections unplayed in the wall boxes, the machine will alternate from movie to phono-

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graph, no matter what the frequency of requests was. However, it will play its records right out in succession if there are no movie plays in the boxes, or vice-versa. If there are five phonograph plays in the boxes and someone drops in a movie play, the phonograph will cut out and play the movie just the moment it is finished with the record it is running at that minute—then finish up the remaining records.

These combination machines will be ready for location by December 15, Lindsley reported and in demonstrating it the other day, there was no question but that it reproduces the finest music ever heard. And it should. As Sloier and Lindsley stated: "The Panoram has six speakers and it is geared up to reproduce sound from film track, which requires the best there is in equipment. No wonder then, that it does such a wonderful job with records." ◆

R. C. M. Slates Heavy Panoram Production Schedule

HOLLYWOOD — Ray Noble, Duke Ellington, Bob Crosby, Skinnay Ennis, Ted FioRito, Gene Krupa and Jan Garber are among the leaders whose bands will be featured in forthcoming Soundies, according to announcement of Sam Coslow, production executive of R. C. M. Productions, in indicating a heavy shooting schedule. Production with Noble and Ellington orchestras is already underway.

"Any Bonds Today?"—Irving Berlin's patriotic composition—is one of a group of novelty and comedy numbers which will augment the productions of Minoco Studios, New York, in maintaining a weekly release of an eight-subject program. The Berlin song, with production permission granted by the composer, will support the U. S. Treasury's campaign to popularize the tune and thus promote the sale of government bonds. Casting for this particular Soundie is already underway and prints will be rushed for distribution as rapidly as possible.

Several associate producers will have their own units under the R. C. M. supervision in a further move to get product ready for operators with speed. First of the associates signed by Coslow is Neil McGuire, who is using facilities of the R. C. M. organization on the Fine Arts Studio lot. Herman Webber is production manager for McGuire, Ben Chapman is casting director, George Cunningham dance director for this production unit. ◆

◀ *Ellington and Noble Make Soundies*

HOLLYWOOD—Soundies featuring two of America's top name bands are being shot this week in R. C. M.'s Hollywood studios according to Sam Coslow, executive producer. The bands featured in these new Soundies are those of Ray Noble and Duke Ellington.

Subjects based on three hit tunes are being made by Ray Noble and his orchestra. They are "Modern Design"—the current screwball song which is picked as the successor to the "Hut Sut" song; "Dear Arabella"—which has just been picked by the Hearst papers as the best record of the month and the currently popular tune, "'Fraidy Cat." Noble and his orchestra are to be augmented in these Soundies by strong supporting casts. The Soundie, "Dear Arabella" is a comedy army camp number which is certain to have a wide appeal.

Duke Ellington and his orchestra are featured in four numbers including the sensational "I Got It Bad and That Ain't Good." This stars the singing of Duke's famous vocalist, Ivie Anderson, and the same musical arrangement used on Duke's current big-selling Victor record.

"Jam Session" is a number that will show in motion picture form what a real jam session is like. With Ellington's famous instrumentalists doing the "jamming"—the public will get the authentic low-down as to what goes on in one of these sessions. The world's fastest jitter-bug dancers, Whitey's Lindy Hoppers, are featured in a sizzling, swing number called "Hot Chocolate." Ellington's Band provides the musical background. Another Ellington Soundie will be based on the popular dance number "Flamingo."

With these subjects now before the camera, it is expected they will be ready for release around the first of the year. ◆

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Mills Sales Men Not "Stay-at-Homes"

OAKLAND, Calif.—H. L. Lindsley, vice-president of Mills Enterprises, Inc., and branch managers of Mills Sales Co. local offices are about the only men in the organization who have been attending business—at home.

A. H. Bouterious, genial Mills Sales Co. general manager, has just returned from a flying trip through Southern California and Nevada to report that all operators contacted in those territories are optimistic and enthusiastic about the industry's future.

Warren H. Taylor, general salesmanager for Mills Sales Co., simultaneously made a hurried trip to Reno and parts of Northern California. Frank Sandberg, Portland office manager, took time for a hunting trip, returning with his usual large elk.

"Cal" Brown, Los Angeles branch office manager, reports Panoram interest the outstanding news item from that territory, a point in which Lindsley concurs, declaring that machines in all territories are exceeding his fondest expectations.

H. D. Farnow, manager of the Las Vegas office, says business in that territory is booming, and that all locations are preparing for a record influx of winter tourists. ◆

◀ *Coslow Shooting 7 Beers Sequel*

HOLLYWOOD—Cognizant of the great success scored by the Soundie "Seven Beers With the Wrong Man," Sam Coslow, executive producer of R. C. M. Productions, has started shooting on a sequel to this number entitled, "Seven Beers With the Wrong Woman." This Soundie is expected to receive even wider acclaim than did the original "Seven Beers."

Also before the cameras is "Bli-Blip", the hit of the recent musical show "Jump for Joy." Marie Bryant and Paul White, stars of the show are featured in the Soundie version and will do the "Bli-Blip" dance exactly as it was created for the stage production.

These Soundies along with several others scheduled for immediate production, will augment the big name band subjects which Coslow is producing for exhibition on the Panoram. ◆

Former 'Review' Man Has New Film Post

HOLLYWOOD—Herb Mitchell, for a number of years associate editor of the COIN MACHINE REVIEW, has been named sales and advertising manager of O'Sullivan Film Process Corp., according to announcement by President J. J. O'Sullivan.

"I am glad to be able to renew my friendship with the many men in the coin machine industry whom I have always held in high regard," Mitchell declared. "At the same time it is a pleasure to offer them a service that will mean greater profits and greater satisfaction. Many commercial film companies have found that they need fewer prints of any film to do the same job, and this will hold true for operators of movie machines.

"Lots of people who shoot their own movies—films showing their families, their friends and their travels—are also finding that the slight cost of protective processing is worth a great deal. Pictures of a growing child can never be replaced when the film is damaged or destroyed, because the child has changed, and it is easy to damage film either in storage or in projection. Color films will fade very badly, too. This cannot happen when the film is protected with the application of the O'Sullivan Film Process.

"We'll be glad to give operators this protection, whether they are using coin-controlled projectors, or showing their own films in their homes. It takes only 24 hours to complete processing, and absolutely no harm can be done to the film during the processing." ◆

* * *

"Stick your shirt in."

"It won't stay in. This is my work shirt."

"What do you mean, work shirt?"

"It keeps working up over my trousers."

◀ *Metermovies Won't Jump Gun*

LOS ANGELES. — Metermovies, Inc., manufacturers of the widely acclaimed Metermovie picture machine, having intended to let the trade in on their newest development in coin movie machines ahead of schedule, this week informed the REVIEW as follows: "We give in," Robert De Leon, sales manager, said. "We hate to hold our announcement any longer, but we have been swamped with requests not to 'jump the gun'. Everyone seems to think we should time our announcement to coincide with the big January Special Equipment Number of REVIEW."

Metermovie officials, since the outset of the now flourishing movie machine industry, have been outspoken in favor of a long-range view of the industry and have many times voiced their convictions as to its soundness and certain success. The company months ago established a long-term development program, believing the business justified the tremendous sums necessary to finance such an undertaking, and have consistently expended large appropriations in developmental work to assure the trade of the best and most reliable type of product.

For months the engineering staff of Metermovies have quietly worked night and day developing and perfecting the newest in Metermovie equipment, and after exhausting testing, research and double checking with countless field tests are finally satisfied that their development is ready for the market; in the new device Metermovie engineers have combined precision engineering with over two years actual experience with Metermovies in the field, resulting in the creation of something new in the way of mechanisms.

"We are only waiting for the go signal to make coin machine history," De Leon said. "Our latest development is not only the greatest advancement in coin movie machines but it is an engineering triumph. Even the die hards will have to admit that Metermovies is the real leader when they get the lowdown on our latest."

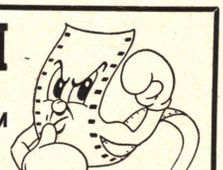
The REVIEW has been a heavy rooter at ringside during the development of Metermovies' "latest" and from where we sit it has all the appearances of being another winner. ◆

* * *

"There's a man outside who says he has a dual personality."

"Tell him to go chase himself."

TOUGH



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This year, SOUNDIES have produced a million dollars worth of pictures covering more than 450 completed subjects. Fully equipped studios and competent staffs are being maintained in Hollywood and New York to produce subjects of a quality equal to the finest efforts of the major motion picture studios.

★ No other producer or distributor of films for coin controlled machines can offer the range of fine subjects, security and protection made available by Soundies.

★ Coming soon—America's greatest name bands!

★ A spectacular advertising and publicity campaign is now under way.

★ Colorful point of sale advertising material is now available.

★ Central distributing points assure speedy deliveries.

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Pictorially Speaking

Employees of Ideal Novelty Co., St. Louis, seated at the Defense Bond meeting sponsored by St. Louis distributors, proudly display bonds purchased by every member of the staff.

One evidence of the success of the "Any Bonds Today?" drive by the automatic music industry is pictured above. Frank McNichols, Manager of Graham Distributing Co., Wurlitzer Distributors of Cincinnati, and Tommy Dorsey, noted maestro—hear the record—and each buys a bond. And as McNichols says, "The swell thing about it is—millions of Americans from coast to coast are doing the same thing."

Henri Rene, whose famous Musette Orchestra is now turning out best selling records on the Standard label is shown above playing the Musette which made his recording of Beer Barrel Polka so exciting. His latest success is Cuckoo Waltz.

Harry Drollinger, formerly service manager of Packard Mfg. Corp., put on his straw hat, overalls and work gloves when he bade good-by to Packard's office staff. Harry has decided to return to Texas to do some farming, and it is with regret that all his associates at Packard see him leave.

Pete Cladianos of Rex Distributing Co., Reno, Nevada, operates and distributes Rock-Ola and Jennings equipment as well as specializing in another field as shown above. Pete has really draped himself in ducks as this picture testifies.

Admired by thousands of passersby, the above Defense Bond window display was arranged by Brandt Distributing Co., Wurlitzer Distributors for Omaha. It's another indication of the drive Wurlitzer Distributors have staged to help sell Savings Bonds and Stamps. Reports from Omaha are that much credit is due and being received for the splendid work done by the entire Brandt staff in promoting with Omaha Music Merchants this drive for Uncle Sam.

W. J. Burkett, Packard Denver Distributor, had as much luck on a deer hunting excursion as he had the past year selling Pla-Mors. Here's Burkett with two deer he bagged first day out.

Band-Leaders Shep Fields and Jan Savitt took time out from their musical duties in the Quaker city recently to visit Paul Knowles, center, newly appointed Record Department Manager for Victor distributor Raymond Rosen & Co. and wish him well in his new position.

Buddy Clarke, of night club and radio fame, gives sign of perfection to Mills Panoram.

W. R. Olney, Missoula, Montana, has an installation of Packard Pla-Mor remote control equipment and 600 speaker in the Coney Island restaurant, in Missoula. The equipment made a big hit with all the employees, as can be seen by the picture.

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MUSIC

Phonograph Operators Applaud, Join Campaign to Abolish "Juke" Reference

LOS ANGELES—Unprecedented, overwhelming response has greeted THE REVIEW'S determined campaign to maintain the decent, ethical level on which today's music industry exists, to stamp out the use of words and phrases which—no matter how picturesque they may be—are debasing and destructive.

Operators with but few phonographs have added their co-operation in countless numbers along with associations representing thousands and thousands of phonographs to protest the use of "juke box" to Universal Pictures who have just completed the filming of "Fifty Million Nickels" which glorifies a songstress as "Juke Box Jenny." Furthermore these same operators have expressed their disregard of the various prominent artists in the musical world appearing in this particular flicker. Many of them owe their prominence in the popular field today to the build-up and plugging they have received via the automatic phonograph route.

Of the many worthy comments received, but two can be quoted in brief. From Edward L. Fisher, business manager of St. Louis' Associated Phonograph Owners—representing some 60 operators and better than 3000 machines—comes this:

> **We have long attempted to stamp out the use of this depreciative term and we agree with your efforts 100% . . . While the actual origin of the term "juke" or "jook" is indefinite, I am inclined to agree with an article written by Geoffrey Parsons, Jr., and Robert Yoder in the February issue of Reader's Digest and which carried the following: "According to one likely theory 'jook,' an African word for 'dance,' was put into the vocabulary by Negroes in the South where any somewhat rowdy roadhouse has long been called a 'jook joint.' Automatic phonographs installed in southern 'jook joints' became known as 'juke boxes.'"**
>
> **Having spent some time in New Orleans, I am familiar with the expression "juke joint" and with the fact that it is associated more closely with bawdy houses than to any legitimate places of business. Certainly in the present era when automatic phonographs are patronized and supported by the best of this nation's people, then Universal's insistence on coupling the name "juke" with a recognized legitimate business is entirely uncalled for.**

From Menlo Park, Calif., comes the challenge of Peninsula Automatic Phonograph Co.'s Al Gianotti to Edward Muhl who asked for "a more kindly and tolerant attitude toward the matter "of using the phrase 'juke box'." Asks Giannotti of Muhl:

> **Have you heard of the swell job we are doing on "Any Bonds Today?" And what are YOU and YOUR STUDIO doing toward the bond situation? . . . Do you know how many men operating both coin operated phonographs are doing a big job in loaning phonographs to charitable causes and to the U.S.O.? . . . Do YOU lend films and projectors, free, and send men to service them? . . . Do YOU always give us 44c worth of pictures in the movie houses? You'll answer, "We try to give you your money's worth." WE give 5c worth when we ask for a nickel, and that is a lot more than you can say!**

THE REVIEW, as always, will continue to keep a watchful eye on the motion picture industry and endeavor to counsel producers so that the industry might be rightly pictured in motion pictures. THE REVIEW retains the best of legal talent in this fight to protect the industry from dastardly attacks and we are prepared to carry this campaign through to a successful conclusion. All that we ask of the music operators of America is that they file their protests immediately to Universal Studios, Universal City, California, and send us a carbon copy of said protest. We will append these carbons to our formal protest to the Motion Picture Producers and Distributors Association.

As it always has, THE REVIEW will continue to fight the battles which must be fought—and won. Newspapers in Topeka, Kans., Sacramento, Calif., and elsewhere, have recorded the selfish attitude of the offending studio. Operators of music equipment daily are swelling the number of music men filing protests with the Studio direct and expressing their disregard for the music men, orchestra leaders, etc., who have participated in making this unfortunate film.

Act now. What have you done in this fight to protect your interests? Don't delay a minute. File your protest with Universal now and be sure to send a carbon copy to us . . . . and together we'll bury the expression "juke box" for all time! ◆

UNIVERSAL NOT BROKE

In the November issue of the Review it was stated that Universal Studios were long bankrupt. This was an incorrect statement as newly received information proves and the Review, always champion of the truth in Editorial copy, is glad to correct this fact and point out that Universal Studios has not been bankrupt and is in splendid financial condition.

According to Studio executives the earnings for the two fiscal years preceding this year, have exceeded two and a half million dollars and for the current year will be well in excess of three million. Stockholders will therefore be rewarded accordingly.

This financial condition indicates the present executive management is competent as far as making profitable movies is concerned.

Phono Not Subject To New Amusement Tax

WASHINGTON, D. C.—Where the only entertainment furnished at a tavern consists of music from an automatic phonograph or other mechanical device, whether or not the patrons dance to the music, this entertainment does not qualify as a public performance for profit within the meaning of the Internal Revenue Code, as amended, and therefore, the charges made for admission, refreshment, service, or merchandise in the tavern are not taxable.

This, in essence, was the decision of the Commissioner of Internal Revenue, here, in answer to questions submitted to Robert W. Martland, state secretary of the California Federated Institution on behalf of on-sale dealers throughout the state.

Martland reported that many dealers have been wondering as to their status under the new Internal Revenue provisions which call for a 5% tax on gross business of all licensees who furnish entertainment.

Further instructions from the tax commission point out that licensee is not liable for the 5% amusement tax until the entertainment actually begins. Martland advised licensees to indicate on the cash register tape just when the entertainment started and stopped and also to take a register reading so that it will check with the tape in case of an audit. It was also pointed out that music furnished by radio, whether or not it is used for dancing, is not taxable either.

A licensee starts paying a tax the minute one or more entertainers begin to work, but if a piano, organ, or any other strictly mechanical instrument is played without the accompaniment of singing or entertainment in a cafe or tavern, the tax does not apply. Even if volunteer singers from among the audience sing with such instrument, unless such singing becomes an entertainment policy of the place, no tax need be paid.

If the entertainment is situated in a room adjacent to the bar but the patrons of the bar cannot see the entertainment, it is not necessary to charge the bar patrons the tax, it was stated.

The amusement tax must be paid monthly and is due on the first of each month for the previous month. Forms for making out the tax returns will be supplied by the collector in each district. ◆

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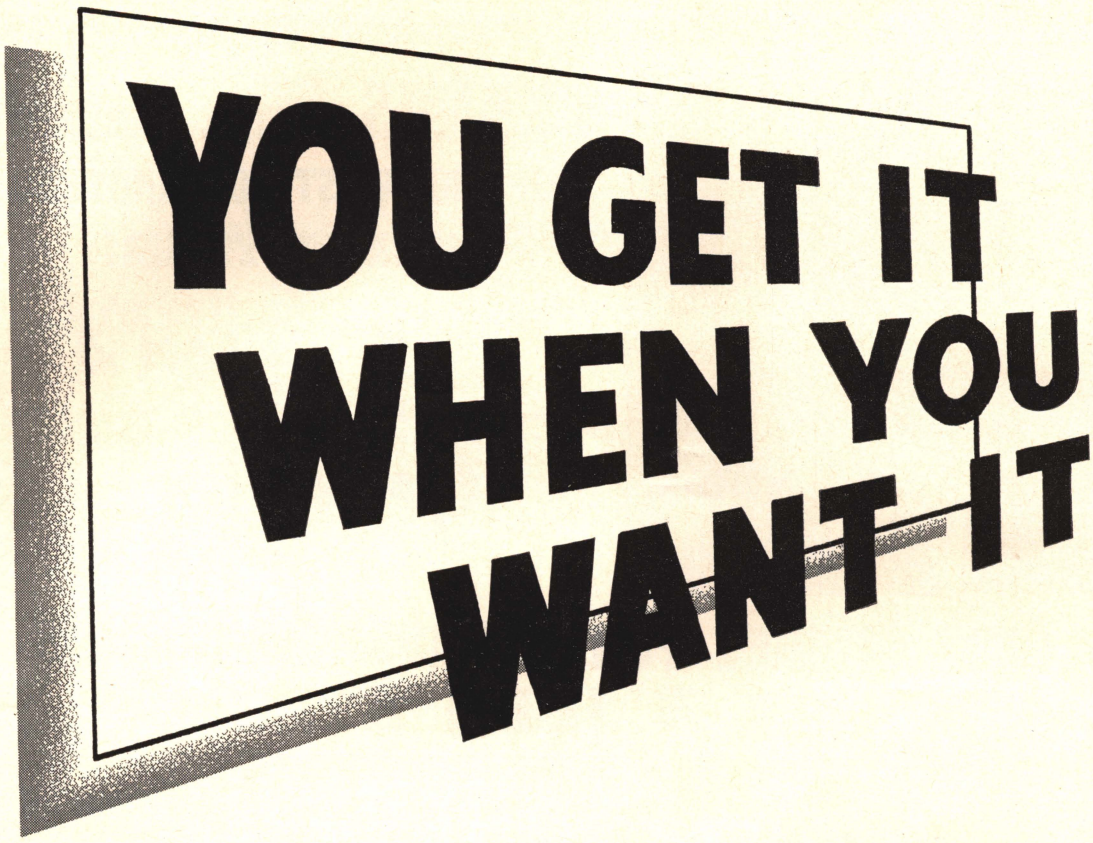

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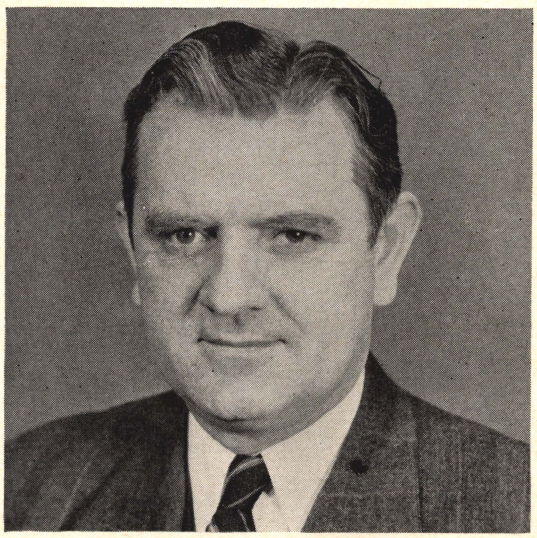

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Royal Music Plans Big New Showrooms

NEWARK, N. J.—Specializing in music equipment and featuring all the latest equipment of other manufacturers, Royal Music Co., headed by Barney "Shugy" Sugarman, Abe Green and Harry Goldberger, have announced plans for the opening of new showrooms and offices that will be the largest and most impressive in the state. Extremely modern in design, pastel colors will make the new quarters pleasing to the eye, as well as offering operators the convenience of being able to drive their trucks right into the repair department and stock rooms.

Firm is district manager for Buckley Music System, and music will continue to be their leading line.

A gala party is being planned for the opening, with Bob Russell, master of ceremonies for Benny Goodman's show at the Hotel New Yorker's Terrace Room, acting as emcee here. It is hoped that Goodman himself will be able to attend and meet New Jersey's music operators. Tony Martin, the Andrews Sisters, Tommy Tucker and other stars who are expected to be in town at the time, will be asked to attend. Association heads and operators are said to be looking forward eagerly to the event which also appears likely to attract many leading city and state officials. ◆

'Briz' Crabtree, Mills Roadman, Dead

CHICAGO—Cece "Briz" Crabtree, for 17 years roadman and representative for Mills Novelty Co., died suddenly on Wednesday, November 19, following a severe heart attack. Burial ceremonies, held at Raymond Cemetery, Raymond, Ill., were attended by a group from the Mills plant, including Vince Shay, James Mangan, J. P. Ryan, Art Cooley, Charlie Schlicht and Oscar Schultz, and by a number of operators who were represented by Red Zog and Les Martin.

Well-known and well-liked by everyone in the industry, Crabtree's passing will long be felt by everyone in coin machine circles. In recent years he had made his headquarters in Seattle, Wash., so that he was perhaps best known on the Pacific Coast. Two months ago he was called back to a post at the Chicago plant.

Crabtree's mother and brother survive him. ◆

Petrillo Howls at Cabaret Tax

NEW YORK — Jimmy Petrillo, AFM prexy, complained to President Roosevelt in vigorous terms during November on the Federal Tax imposed on places of amusement employing live musicians.

Jimmy centered his beef on the fact that the tax was discriminatory and unfair in that it didn't go far enough and would tend to encourage the use of automatic phonographs thus creating further unemployment of musicians.

Those in the know contend that his "beef" would receive scant attention for it is a well circulated fact that the presence of automatic phonographs has tended to make patrons more "talent conscious" and has resulted in thousands and thousands of jobs for union musicians.

Jimmy knows these facts to be true as well but still he is asking that the law be amplified to include all places, restaurants, niteries, taverns and other spots using any type of music, coin-operated or not. Petrillo closed his case by heatedly denying that the union was preparing to tax every automatic phonograph three dollars per year, as has been rumored. ◆

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On the Air

. . . in which Santa Barbara's O. J. Trevillian Deals himself, his locations and Uncle Sam, an ace

HATS ARE OFF to O. J. "Ollie" Trevillian of Santa Barbara, California, in tribute to his origination of a novel contest promoting the sale of United States Defense Bonds and Defense Stamps, the first such contest to make its way out of the coin machine industry. The plan, incidentally, doesn't do Trevillain, or his locations, any harm, either.

With an important route of automatic phonographs spotted throughout the territory around this popular Southern California community, Trevillian has, as a matter of course, featured "Any Bonds Today?" as the first disc in each machine. It's equally a matter of patriotism and good business.

But it is his wired music enterprise, linking Santa Barbara's most important hotels, restaurants and cocktail lounges, that forms the basis of the contest in which Trevillian has taken to the air.

Five times during the day, on Saturdays, Santa Barbara radio station KTMS, an affiliate of the NBC Blue network broadcasting on 1220 kilocycles with 1000 watts power, airs such announcements as:

"Tune in tonight for the Fred Trevillian Phonograph Co. TEN TOP TUNES contest at 8:30. Learn details how you may win a $5 United States Defense Stamp. Be at . . . . . at 8:30 tonight for the broadcast."

or

"Which are the ten favorite tunes of the week? Hear the Fred Trevillian Phonograph Co.'s TEN TOP TUNES contest over KTMS at 8:30 tonight, offering a $5 United States Defense Stamp for the correct answers. Be at . . . . . tonight for the broadcast."

or

"Tune to this station tonight at 8:30 for the Fred Trevillian Phonograph Co.'s TEN TOP TUNES contest, offering a $5 United States Defense Stamp for merely selecting the correct order of the day's most popular musical selections. Details on KTMS at 8:30. Be at . . . . . tonight for the broadcast."

First week of the broadcast there were about 50 people at the location of the broadcast. The second week saw the crowd tripled—an indication of interest which succeeding weeks have confirmed. The locations have profited accordingly, and so has Trevillian.

Eleven locations form the "Trevillian Network" of Maestro units, and so the series, which started November 22, runs for 11 weeks, with one broadcast from each spot—but, as an interest-builder the location of the broadcast is not revealed until the day for the program when the five station announcements give away the information.

Plenty of "flash" is given the announcement of the contest on the entry blanks, and the rules are extremely simple: "All entries must be in by Thursday night. Decision of the judges will be final. No entry fees. All entries become the property of the sponsor. In case of tie duplicate awards will be made." Then follows numbered spacing for ten tune names and the contestant's name, address and telephone number.

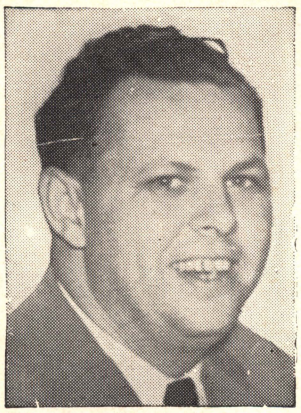
Selections for the week must, of course, be listed in the order of popularity the contestant thinks they will have. As an aid to making this judgment Trevillian has posted on the Maestro cabinet in each location a list of Ten Top Tunes of the present and bygone days.

First week of the contest 164 blanks were submitted. Second week the number jumped to more than 200, and from there on it was apparent that the sky was the limit.

First broadcast in the series opened with this "commercial":

"Good evening everyone. This is Lou Kroeck speaking to you directly from Sportsman's Lodge, at 20 West Figueroa St. in the heart of downtown Santa Barbara. Tonight, Ollie Trevillian presents the first edition of the Trevillian TEN TOP TUNES contest. Each week, the Fred Trevillian Phonograph Co., in cooperation with Uncle Sam, will present a five dollar National Defense stamp absolutely free to the winner of the contest. You may be the winner, so listen for the contest rules which will be given several times during this program. Right now, however, on with the show. Here in the Sportsman's Lodge a group of people are gathered in front of the Maestro —that sensational phonograph machine which not only plays your favorite tunes, but actually answers each requested number. You simply drop a nickel in the chute — and right out of the speaker in front of you comes the pleasant voice of the Trevillian operator with 'Your Number please?' You simply answer her, speaking directly into the Maestro. Well, let's have a practical working example. Here's a gen-

M. O. "Joe" Meyers, proprietor of "Old Town," one of Santa Barbara's popular night spots, presented a five dollar Defense Savings Stamp to Miss Ruth Higgins, winner of the first week's TEN TOP TUNES CONTEST, sponsored by O. J. "Ollie" Trevillian, seated beside Miss Ethel Churchill. Trevillian, operator of automatic phonographs and vending machines in addition to wired music, goes to almost extreme lengths to please his locations, as indicated by the Maestro cabinet in this picture which was specially-built to be in keeping with the decoration of the place. The words "Old Town" and "Opry House" were cut out to give an outstanding rustic effect, and the speaker unit has been framed in a hand-turned miniature wagon-wheel.



Jack Gutshall

Season's Greetings to All of Our Friends in the Coin Machine Industry

We thank you for your valued business and will continue to serve you with the Packard Line of Proven Products in 1942.

ESQUIRE MUSIC COMPANY

1870 West Washington Blvd. **Los Angeles, California**

ROchester 2103

tleman, right here . . . "

Patrons in the location were interviewed upon such subjects as National Defense, the sale of United States Defense Bonds and Stamps, their hobbies and musical interests, and were permitted to have any one of the Trevillian Ten Top Tunes broadcast over the air to listening friends. The plan of that first broadcast proved successful and is being continued.

To the winner of the week's award goes, of course, the $5 Defense Stamp—in a $100 book, which, Trevillian believes, will encourage the further purchase of stamps.

After a final explanation of the contest rules, the program ends with this signature: "For the past half hour you have heard a program originating in the . . . . Be sure to get your entry blank—either here or at any of the following ten places (names and addresses of the other locations in the wired music chain are given). You may win a five dollar United States Defense Savings Stamp. Now, on behalf of our sponsor, Ollie Trevillian, our host for this evening, ... , this is Lou Kroeck saying goodnight and returning you to our main studios."

The Santa Barbara News-Press in particular gave the program a good send-off as a further means of publicizing the plan, declaring that "The program should prove a 'high spot' in Saturday evening's listening." The program follows a network broadcast (The Bishop and the Gargoyle) and is, in turn, followed by a five minute Associated Press news summary and then by a network broadcast of a top dance band.

One further interesting feature is the fact that the Maestro wires themselves provide the remote control connection, carrying the voice and music from the point of origination to the broadcasting station.

Though it's early for any final returns, Trevillian so far is more than satisfied with his expenditure for broadcasting time, and his purchase of $55 worth of Defense Savings Stamps—it will run to more in the event of ties—as prizes to the winners. He's helping Uncle Sam, he's helping his locations—and he's helping himself. ◆

Jimmy Lunceford - - only on

D E C C A

New Stapler Speeds Work

LOS ANGELES — The Walsco Staple Driver, a revolutionary new tool for automatic stapling of speaker, microphone, remote control and other wires used in coin operated phonographs, wired music, radio and intercommunication systems, is reported to make all wire installations easier, neater, and done in half the time.

Jam-proof, feeding staples automatically, and attaching wires or cables up to a quarter-inch in diameter, the tool is said to permit stapling in corners, behind pipes, into moldings, and to such hard surfaces as brick, mortar and plaster.

Damage to wire is impossible since driving depth of staples is controlled and adjustable. Staples come in strips of about two dozen in several colors, and are made from carbon tool steel. The Staple Drivers come in two finishes and are low in cost. The tool is distributed by radio parts wholesalers, coin machine distributors, and the G. E. Supply Corp. ◆

Esquire Secretary On Defense Duty

LOS ANGELES—When Jane Carico enlisted in the Home Defense Unit of the United States Government a few weeks back she had no idea that she'd be active on the job as soon as she has been.

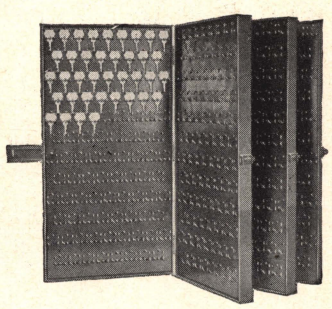
Jane is the competent secretary to Jack Gutshall at Esquire Music Co., and now hurries home from her day duties, gulps a snack, and hurries to a designated location to work from 7 to 11 p.m. in the Aviation Plotter Division. The job's a steady one, 7 days a week, so Jane's boy friend is now putting in his best licks Sunday afternoons. ◆

Seeburg To Make Movie Device

HOLLYWOOD — Gene Nifford, Hollywood studio employee, announced in late November that he had made a deal with the J. P. Seeburg Corporation in Chicago for the manufacture and distribution of his new "Select-A-Film" movie device.

According to Nifford Select-A-Film permits the customer to select any subject desired from a wide variety in the instrument. ◆

LOST KEYS! STOLEN KEYS! MIXED-UP KEYS!



No. 966 —Key Cabinet (Open)

These costly troubles end when keys are kept safe and orderly in a

KEY CABINET

This Key cabinet is made up of a back and cover section, with back arranged for fastening to the wall with screws. The capacity is increased by building it with one or two intermediate sections. Cabinets cannot be increased in capacity after installed, except that an extra leaf of "102" hooks may be added to 1, 3, or 5 leaf sizes. (Illustration shows back and cover with two intermediate sections.) Keys are hung from hooks on a "leaf" of steel, each containing 102 key hooks. The back has one leaf, and another may be mounted in the cover. Each intermediate section is fitted with two leaves, back to back. Thus, capacities of 102 to 612 keys may be obtained. The sections open like a book, and uncover each other so that it is always easy to get at the back keys on any leaf. Hasp and staple permit locking by a strong padlock, which is furnished with each cabinet. Each hook will accommodate one to four keys, and is provided with a numbered label holder above. Numbered labels are provided with any series of numbers desired.

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinets are finished in Olive Green and special finishes can be secured at slightly higher cost. Cabinet size: 18¼" wide x 34¾" high x 2¼" deep. Each intermediate section adds 1¾" to depth. Prices quoted on application, advise size of key blanks or tags.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

W. W. WILCOX MFG. CO. 564-572 W. Randolph Street CHICAGO, ILL.

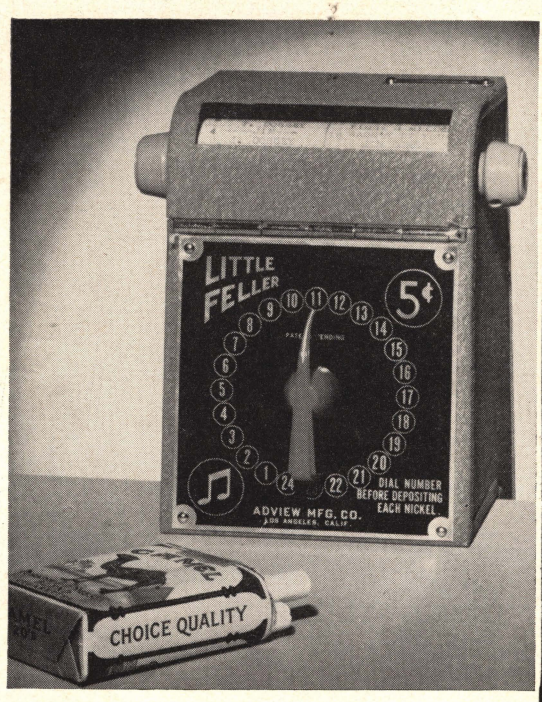
The Counter Coin Box You Have Been Waiting For

Smallest Coin Box In The World!

"LITTLE FELLER"

This "Little Feller," only 5½ inches high, 4 inches wide, and 4 inches deep, can be connected to all standard phonograph adapters, including present music system.

- Wired for 24 Selections
- Program can be changed quickly and easily
- Built in counter bracket
- Can Be Installed From Behind Counter
- No drilling in counter
- Saves 4 feet of cable on each box. IMPORTANT!
- Cash box holds $10.00 in nickels
- Positive action, spin-proof Selector
- Comes in wide variety of colors
- Wrinkled baked enamel finish for hard duty



BY FAR THE LOWEST PRICED BOX ON THE MARKET TODAY

However, due to the fact this country is now engaged in war, production must necessarily be limited. Therefore act at once. "LITTLE FELLER" is manufactured by the Adview Mfg. Co., and sold exclusively by

WESTPORT DISTRIBUTING COMPANY

3260 West Pico Boulevard REpublic 8026 Los Angeles, California

Factory Mecca For Buckley Distribs.

CHICAGO—Many distributors of Buckley Illuminated Music Systems have visited the Chicago factory since the first of this month. These factory visits are a part of a regular business program with the men who distribute the Buckley line.

Les Stivers, one of the Chicago visitors who is the Buckley distributor in New Orleans, says, "This my fifth trip to Chicago this year. In talking with the other distributors during my stay in Chicago, I find that all of them have visited the factory three or four times themselves.

"This music system business has been fast moving during the past year. I personally like to keep in close touch with the officials in the factory so that I know what distributors in other parts of the country are doing and so that I can use this information to help make my own business plans.

"Since the introduction of the Illuminated line by Buckley, I find that we have everything to offer the music operator. With our several years' experience we have a system that appeals to buyers from the standpoint of appearance and from the standpoint of satisfactory operation.

"It has been a pleasure to me and I can also speak for many other distributors, to be able to sell music operators equipment that has established their business on a very firm foundation. The music boxes and music systems installed in different operators' locations have brought their music profits up and have brought them up to where the operator has had an opportunity to make more money than he has made for many years past. We who are handling the Buckley line, have enjoyed a steady increase in business and look forward to introducing many new things, which will mean better music for location patrons, better equipment for location owners, which in the long run means better profits for operators." ◆

Gutshall To Thaw Deer for Capehart

LOS ANGELES — When Homer Capehart, reigning head of the house of Packard, drifts westward a treat awaits him. Jack Gutshall, head of Esquire Music Co., has two big deer frozen in cold storage in a locker plant in the city and upon Cape's arrival will have them barbecued to a turn and served to visiting coinmen at his establishment on West Washington Blvd.

With this promise, western coinmen are saying "Cape won't you please come home?"

Andrews Sisters - - only on

D E C C A

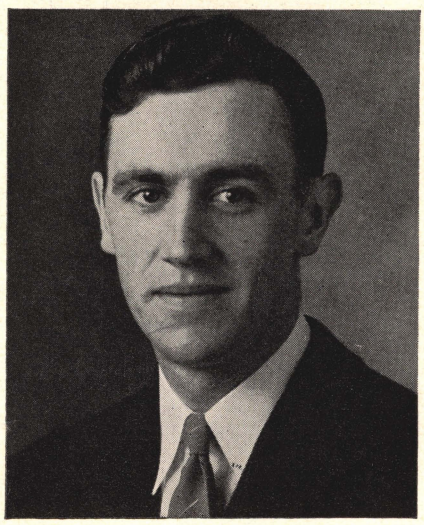
A Merry Christmas

to my many friends in the Pacific Northwest. 1941 has been a banner year for all of us with Packard PLA-MOR equipment and for continued prosperity in the New Year—

STICK TO PACKARD

CLAYTON BALLARD

Packard District Manager
3604 N. E. 18th Ave.
Portland, Ore.



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Hankin Music Co., Wurlitzer Distributors of Atlanta, set out to do their part in the National Defense Bond and Stamp drive in a big way. Into action went Morris himself. Up went a booth in Hankin's showrooms. Behind it went two maidens fair. From it Hankin has sold a slew of Bonds and Stamps to Music Merchants and local business men—is doing a nice job for the industry and Uncle Sam.

TEXAS

HOUSTON—The best attended phonograph operators' social meeting of the season was held November 19 at Southern Select beer warehouse, hosted by Albert Reese, E. F. Conklin, John G. Wright. All but eight of the known operators or operating firms in the city were represented. An Italian supper with plenty of beer was the menu. William Peacock acted as master of ceremonies. F. C. Nelson, Southern Select assistant sales manager, made an excellent ten minute talk based on the benefits of trade associations. Nelson also, as usual, supervised preparation and serving of the food and drinks.

A number of distributors and their employees arrived in time for the social part of the meeting.

Southwestern Music Corp. gave recording artist Horace Heidt and his orchestra an elaborate informal dinner and dance party during his eight-day stay in Houston early in November. More than 200 guests—operators, record dealers, wives and friends—attended the affair at Pier 21, a well known Houston restaurant. A. B. Garza, Houston branch manager, arranged the affair.

Operator E. R. Gates, 34, brother of Ernest M. Gates, owner of the well known operating firm, Gulf States Amusement Co. of Houston, died at 4 a.m., November 19, after being shot by Joy Johnson, a salesman. Gates was a quiet, sober, industrious young fellow, liked and respected by all who knew him. His tragic death brought shock and grief to a multitude of friends both in and out of the industry.

H. M. Crowe, R & A Distributing Co. manager, is an honorary member of the "Madisonville Sidewalk Cattlemen's Association", a nationally known organization. Motto of the group is "Cowboy boots for cattlemen only." Some of the regulations and penalties for violating them are:

Owner of at least 2 head of cattle may wear boots. Owner of 3 head may stuff right pants leg in boot. Owner of 4 head may stuff in both pants legs. Owner of 4 head or more may wear spurs. Penalties include, buy drinks for everybody in sight and remove stuffed-in pants leg. Boot wearing prohibited for 2 weeks, and removing stuffed-in pants leg. Boot wearing prohibited for 3 weeks and spurs removed.

Commercial Music, Wurlitzer Distributors for Texas, Oklahoma, and part of Louisiana, has a 100% defense bond organization. Every regular employee and official of the firm has one or more of the bonds and has pledged to buy more as able.

Mills Novelty Co. opened an office in Dallas late in October, their third distributing branch in Texas. The other two are in Houston and San Antonio.

It was news when Operators Jack Renfro and Sam Ayo of Houston went deer hunting in the Davis Mountain section of West Texas and did not get their limit. Renfro especially is a noted sportsman and usually brings in the results, be it ducks, birds, fish, or big game.

Most operators like to boast of at least one ritzy location where customers go formal, but they all realize it is the wage earner who actually keeps them in business. 1941 has been a banner year for legal operations and these might be some of the reasons:

Figures released on Armistice Day show employment in Texas defense projects has more than doubled the past year. In November 1940 only about 25,000 were employed but a year later over 80,000 were employed at 163 plants on defense jobs. Defense contracts on November 1 totaled $1,015,000,000. Since then $18,000,000 has been added.

In other lines of industry employment and wages have advanced even more. A pay roll increase of $25,000,000 was noted in the Houston Ship Channel area. Investment in plant construction along the ship channel was $224,000,000 for 1940 and has already been increased more than one-fourth. Employment has more than tripled the past year in this area. Hourly wage rates have increased approximately 25%.

John W. Wright ◆

Old Seeburg Piano In Yuma Museum

YUMA, Arizona—One of the most interesting items in the new Yuma Territorial Prison Museum is an old automatic piano using rolls and manufactured by the J. P. Seeburg Piano Co., now the J. P. Seeburg Corporation, in the early days of the coin machine industry.

The device has a nickel coin chute and glass doors on the front so that patrons might observe the mechanical action of the instrument. ◆

Blackwell Visits Packard

DENVER—J. P. Blackwell, Packard Pla-Mor distributor in Denver, spent a few days at the Packard plant in Indianapolis the latter part of November. Blackwell returned to Denver and was soon followed by a very substantial shipment of the full line of Packard products. ◆

Merry Christmas
and THANK YOU . . . .

for a grand year serving you with Packard PLA-MOR Products. We know we have introduced you to the top money-makers of 1941 and in 1942 you can depend upon Packard to give you the PROFIT LINE.

ALPHA DISTRIBUTING CO.
1025 North Highland Ave.
HOLLYWOOD CALIFORNIA

Guy Lombardo - - only on
D E C C A

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

RCA Contest to Replace Juke Tag

CAMDEN, N. J.—RCA Victor has announced its willingness to aid in the campaign to erase the tag "juke box" from automatic music machines and has advanced a contest with a prize of $150 in record credit for the best name submitted by operators to replace the slang expression "juke."

The contest, announced in the December 1st issue of RCA's house organ Phono-Graphic, is open to all operators in the United States. A small group of writers or other authorities in the Coin Machine field will be invited by RCA Victor to help judge the contest and the name of the winner will be announced, and the prize awarded in the RCA Victor Exhibit, at the CMI show, Wednesday, January 14th. If the winner is not preesnt at the show, he will be notified by wire on that date. If more than one operator suggests the winning name, the prize will be split.

RCA deserves the whole-hearted co-operation and thanks of all operators in the coin machine industry for this forward step in helping to select a suitable title to replace the misnomer "juke." ◆

WHOA
AND TIME OUT
for a
MERRY CHRISTMAS
. . . and a sincere Thank You for making 1941 a banner year for Pla-Mor Remote Control and other Packard Products. It's been a pleasure to serve you and we hope to warrant your continued patronage for years to come.
W. E. SIMMONS
Packard Western Regional Manager
1025 N. Highland Avenue
Hollywood
California

PHILADELPHIA

PHILADELPHIA — Discussion is rife among local operators concerning the retirement of a very few leading members from the outstanding trade groups because of special assessments necessary to cover added operation expenses. Expectation is that they will return to the fold following further consideration of their actions upon the entire local industry.

Many Philly operators sent their congratulations to Frank Hammond, former business manager of the local branch of the Phonograph Operators Association, upon his elevation to the vice-prexy's office of the group's upstate branch which meets in Allentown and area. Frank is making good in a big way as general manager of the Tri-State.

Plenty of industrial biggies are getting prominent boosts from local journals, with Eddie (Tippy) Klein receiving a brief biographical sketch in a special "Who's Who" edition of the Philadelphia Dispatch. Tippy was introduced to the paper's readers as proprietor of the Atlas Distributing Co. and also plugged as active in operations of the Premier Music Co. Proudest feature of all for Klein was the mention given to his golfing talents, although he was eulogized as a fine and outstanding industrialist.

Local operators received a pleasant "hello" from charming band-leader Dolly Dawn during her recent local visit. She made a distinctly fine impression both in person and in her renditions of songs on the Earle stage. Sign of her increasing popularity was seen in the fact that her troupe, of which she was the "name" star, drew an attendance second only to that of Glenn Miller. Her latest recording of "Hallelujah" and "A Gay Ranchero" is being heavily used on local machines and getting many plays on the air-lanes. Other artists to boost use of their records on local machines were Artie Shaw and Erskine Hawkins, both of whom set fine examples in operator-rela-

SEEING IS BELIEVING . . . SO

See for yourself the fine work of Mott's, official photographer for the industry as represented in every issue of this magazine. Every commercial shot a sales triumph — every photograph an artistic achievement — at fair live-and-let-live prices! Call

BERNARD MERGE AT MOTT STUDIOS

2115 W. Pico Boulevard EXposition 2458 Los Angeles, California

Bob Crosby - - - only on

D E C C A

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

HOW HIGH IS UP?

So be it with us,
We don't know - -

How to thank our operator friends for the fine cooperation we have had in making 1941 a banner year.

Homer Capehart's PACKARD PLA-MOR music equipment has proved itself to be the undisputed champion for 1941. To further our efforts in taking care of your needs, we wish to announce that we are increasing our personnel.

Our entire organization joins in wishing you a very MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR!

BUDGE WRIGHT

WESTERN DISTRIBUTORS

1226 S. W. 16th Avenue Phone Atwater 7565 PORTLAND, OREGON

tions by meeting groups of them back-stage at pre-arranged periods.

Sid Bernstein has been elevated to office manager of Keystone Vending Co. and Aaron Cooper has been promoted to record buyer for the hundreds of machines operated by Keystone. This organization also considerably boosted its tremendous route by purchasing the numerous locations and machines of Modern Music Machines, located on North Broad St., and owned by Irv Newman, who will remain active in the record business by opening a classy record shop.

Vital statistics concerning local operators: Harry Sloan proudly boasting of the boy born to his wife at the Mt. Sinai Hospital late in October, while Amusement Machine Ass'n. secretary Jack Brandt is also supremely happy concerning the blessed event at his home which increased local jubBOYlation. Paul Cooper is another glad pappy. Bill Rodstein, popularly known as "Handsome Bill," is catching up to kid-brother Al and expects to make an announcement early next year, whether it's a boy or girl.

Screwiest coin-machine announced in town during the past month was the roll-call device reportedly used at the U. of P. for bringing in added coins for the treasury. Device has a slot for each member, who inserts a dime which lights a cartoon of himself in the machine. Secretary can easily check on absentees by glancing at machine. Saves tedium of roll-call and adds to funds.

Newest music operator is Sidney B. Bernstein who has opened headquarters on West Girard Ave. This section is rapidly assuming the nature of an operator's haven, since many tradesmen have their establishments within a five block area ranging from 8th and Girard to Broad St.

The Amusement Machines Association held a dinner meeting at the Green Valley Country Club during the past month, in place of the postponed summer session. During the event, which was attended by a number of industrial biggies, there was an open discussion of trade and tax problems.

Another new liquid vending company has been organized by George B. Walters, Jr., who opened quarters at 19th and Norris Sts. for a firm operating as Self Service Beverage Co.

Most heavily played tune in all music machines is Glenn Miller's "Chattanooga Choo Choo" while Freddy Martin's popularized version of the "Piano Concerto" is still in a top spot on all machines. A new band, Irv Carroll's group, has caught on swiftly with all operators as they kid the tap-room locations with "The Bar-Tender's Song" while the other side is a song that hasn't got "A Chorus".

Maurice Stein of High-Tone Music Co. is steadily increasing the number of his locations while Sam Litt is also building his route through carefully selecting fine spots in all sections which had previously been neglected.

Keystone Vending Co. most effectively of all phonograph operators tied-in with the national patriotic Bonds campaign by placing the Barry Wood rendition of "Any Bonds Today" in first place on all their machines and pasting stickers supplied by Raymond Rosen & Co. on the glass fronts of the music boxes.

The National Vending Co. of Hatboro placed an ad in the program book of the Montgomery County Police Chiefs Ass'n.

Harry Bortnick ◆

◀ *Standard Phono to Issue Weekly*

NEW YORK—Announcement has been made by Arthur Pine, publicity ace for Standard Phono Co., that the firm intends to issue a weekly flyer from now on listing the records most desirable for coin machine use.

Each issue will list the Standard Hit Parade of the week, recordings that are coming up, special operator tips, advance dope on new Standard recordings, sidelights on the artists and a listing of the Victor International records which are prime favorites and making money for operators. ◆

* * *

"Madam, your cat has kept us awake two nights with its serenade."

"What do you want me to do? Shoot the cat?"

"No, madam, but couldn't you have him tuned?"

Jimmy Dorsey - - - only on
D E C C A

The Ink Spots - - - only on
D E C C A

KNOCK, KNOCK

Just as operators have taken advantage of opportunities offered by Packard PLA-MOR Products we would like to take advantage of this opportunity to offer our many operator friends . . . .

Best Wishes for a Merry Christmas and a Very Prosperous New Year

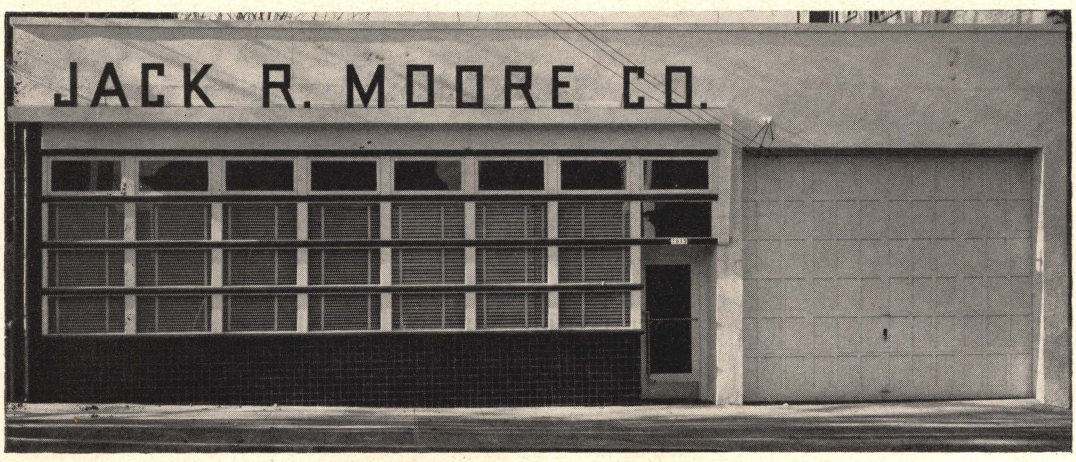
●

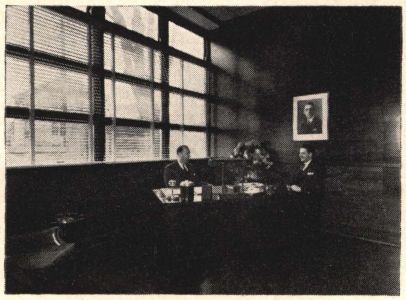
HART MUSIC CO.

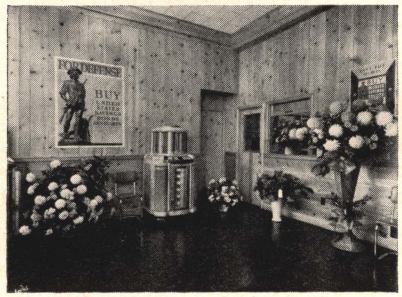
JACK TURNER

3140 Elliott Ave. Seattle, Washington

Alder 2320







THE BETTER TO SERVE YOU!

JACK R. MOORE COMPANY

Announce the Opening of Their New Building

1615 S.W. Fourteenth Ave., Portland, Oregon

. . . Continuing to feature the finest in coin-operated musical instruments and amusement games. . . .

THE Jack R. Moore organization of trained coin-machine people is as close to you as your telephone. Call them with your coin-machine problems:

San Francisco, "JOHNNY" Ruggiero, Hemlock 2323;
Seattle, "THELMA" Oliver or "DICK" Robinson, Alder 0414;
Spokane, "DALE" Grimes, Main 2915; and
Salt Lake, "GEORGE" Cusick, 43269.

FOR that special problem, call our two flying representatives, "CHARLIE" Green or "ART" Rud, *Portland,* Atwater 6521.

"To go ahead, go Seeburg"

"You can always bank on a Bally game"

JACK R. MOORE CO.

Manufacturers' Distributors

HEAD OFFICE

Seattle, Wash.
100 Elliott, West
Alder 0414

Portland, Ore.
1615 S.W. 14th Ave.
Atwater 6521

Spokane, Wash.
7-9 N. Bernard
Main 2915

San Francisco, Calif.
348 Sixth Street
Hemlock 2323

Salt Lake City
122 E. Second South
Phone 43269

RECORDS

KEY TO RATING

5★ EXTRA GOOD. Recommended for use on any phono. Don't pass it up.
4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.
2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

2½★ 11377 Sam Donahue
COFFEE AND CAKES (FT VC)
HALF A HEART (FT VC)

3★ 11376 Tony Pastor
BLOSSOMS (FT)
GET HAPPY (FT)

3★ 11375 Bob Chester
GOT SOMETHING IN MY EYE (FT VC)
IF I WERE THE MOON (FT VC)

2½★ 11374 Earl Hines
I GOT IT BAD AND THAT AIN'T GOOD (FT VC)
STRAIGHT TO LOVE (FT VC)

3½★ 11373 Teddy Powell
SERENADE TO A MAID (Novelty VC) (Sow Song Type)
I LOVE YOU BEST OF ALL (FT)

2½★ 11372 Erskine Hawkins
I'M IN A LOW DOWN GROOVE (FT VC)
UNCLE BUD (FT)

3★ 11371 Art Kassel
I HAD SOMEONE ELSE BEFORE I HAD YOU (FT VC)
CHIQUITA (FT VC)

2½★ 8865 Lil Green
IF I DIDN'T LOVE YOU (Blues V)
HELLO BABE (Blues V)

2½★ 11368 Clarence Williams
UNCLE SAMMY HERE I AM (FT VC)
THRILLER BLUES (Blues VC)

3½★ 11367 Dick Todd
THE SUN HAS GONE DOWN ON OUR LOVE
PAY ME NO MIND

4★ 11365 Glenn Miller
EV'RYTHING I LOVE (FT VC)
BABY MINE (FT VC)

3½★ 11364 Spike Jones
BARSTOOL COWBOY FROM OLD BARSTOW (TWO-STEP VC)
THE COVERED WAGON ROLLED RIGHT ALONG (TWO-STEP VC)

3★ 11363 Alvino Rey
THE SKUNK SONG (FT VC)
YOU ARE THE LYRIC (FT VC)

3★ 11360 Abe Lyman
I WISH I HAD A DIME (FT VC)
HORSE 'N BOOGIE (FT)

3★ 11359 Tony Pastor
YOU CAN DEPEND ON ME (FT VC)
EL CHOCLO (FT VC)

2½★ 11358 Teddy Powell
YOU'RE NOT THE KIND (FT VC)
HEREAFTER (FT VC)

3½★ 11357 Dinah Shore
THIS IS NO LAUGHING MATTER (VOCADANCE)
I GOT IT BAD AND THAT AIN'T GOOD (VOCADANCE)

3★ 11356 Art Kassel
ANGELINE (FT VC)
I'M A LITTLE TEAPOT (FT VC)

3★ 11355 Bob Chester
MADELAINE (FT VC)
I WISH I HAD A SWEETHEART (FT VC)

3½★ 11354 Vaughn Monroe
ONE FOOT IN HEAVEN (FT VC)
TUNE TOWN SHUFFLE (FT)

3½★ 11349 Four King Sisters
ROSE O'DAY (VOCADANCE)
JACK & JILL (VOCADANCE)

3★ 11348 Shep Fields
'TWAS NOT SO LONG AGO (FT VC)
OOH—DOES YOUR MOTHER KNOW YOU SMOKE? (FT VC)

4★ 11346 Irv Carroll
THERE AIN'T ANY CHORUS (FT VC)
THE BARTENDER SONG (FT VC)

4★ 11345 Dolly Dawn
HALLELUJAH (FT VC)
A GAY RANCHERO (VC)

3½★ 11344 Vaughn Monroe
THE SHRINE OF SAINT CECILIA (FT VC)
FRAIDY CAT (FT VC)

3½★ 11343 Larry Clinton
THAT SOLID OLD MAN (FT VC)
WORRIED MIND (FT VC)

4★ 11342 Glenn Miller
DREAMSVILLE, OHIO (FT VC)
PAPA NICCOLINE (FT VC)

3★ 11341 Benny Carter
SUNDAY (FT)
BACK BAY BOOGIE (FT)

3★ 11340 Tony Pastor
SUNDAY IN SAVANNAH (FT VC)
JOHNNIE'S IN THE PANTRY (FT VC)

3★ 11339 John Merrill
THERE'S A SMALL HOTEL (VOCADANCE)
TEMPORARILY MINE (VOCADANCE)

3★ 11338 Teddy Powell
WHEN YOUR OLD WEDDING RING WAS NEW (FT VC)
SWEETHEARTS OR STRANGERS (FT VC)

3★ 11337 Sonny Dunham
WATCH THE BIRDIE (FT VC)
WHEN I GROW TOO OLD TO DREAM (FT VC)

3★ 11336 Mitchell Ayres
I WANNA GO BACK TO TEXAS (FT VC)
MINKA (FT VC)

4★ 11335 Dick Todd
DELILAH (VOCADANCE)
ORANGE BLOSSOM LANE (VOCADANCE)

3½★ 11334 Vaughn Monroe
I STRUCK A MATCH IN THE DARK (FT VC)
SOMETHING NEW (FT VC)

COLUMBIA

3★ 36444 Will Bradley
I THINK OF YOU (FT VC)
THE THREE B'S (FT VC)

See Page 54

The Casa Loma - - only on
DECCA

★ ★ ★ ★ ★ ★

Wishing you a good Old Fashioned

★ ★ ★ *Merry* ★ ★ ★ ★ ★ ★

Christmas

PERMO PRODUCTS CORP.
The World's Oldest and Largest Manufacturers of Long Life Phonograph Needles

★ ★ ★

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Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

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It Pays to Use VICTOR and BLUEBIRD RECORDS

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Make things merry for the holiday merry-makers—

Prime your coin machine with these

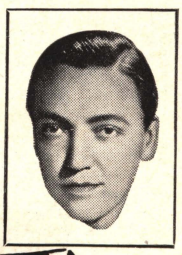
VICTOR and BLUEBIRD

Holiday Hits

Now's the time to prepare for the big pay-off on the party mood of the Christmas crowds. Draw them to your machines with a fresh stock of top tunes, styled to the holiday tempo by the Victor-Bluebird name bandsmen. On Victor and Bluebird Records an all-star cast of maestros, vocalists, and soloists—the best in the entertainment world—offer the kind of music your customers pay willingly to hear. Get these newest nickel-nabbers, and get set for a Merry Christmas!

VICTOR RECORD Holiday Hits

Jingle Bells — GLENN MILLER
Santa Claus is Comin' to Town
ALVINO REY
B-11353



27701–I Think of You. Vocal refrain by Frank Sinatra—Who Can I Turn To? Vocal refrain by Jo Stafford. *Tommy Dorsey*

27699–Moonlight Masquerade—M-O-T-H-E-R. With vocal refrains. *Jan Savitt*

27691–The Shrine of Saint Cecilia. Vocal refrain by Allan Foster and Choir—Santa Claus is on his Way. Vocal refrain by The Three Kadets. *Sammy Kaye*

27668–I'm Thrilled—Be Fair. With vocal refrains. *Joe Reichman*

27703–Nocturne—Through the Years. *Artie Shaw*

27693–How Long Did I Dream? Vocal refrain by Art Jarrett—Humpty-Dumpty Heart. Vocal refrain by Gale Robbins. *Art Jarrett*

BLUEBIRD RECORD Holiday Hits

B-11361–And So It Ended—A Sinner Kissed an Angel. Vocal refrains by Vaughn Monroe. *Vaughn Monroe*

B-11362–Coffee and Cakes–Vocadance—I'm the One Who Loves You–Vocadance. *Una Mae Carlisle*

B-11357–This is No Laughing Matter—I Got It Bad and That Ain't Good–Vocadance. *Dinah Shore*

B-11359–You Can Depend on Me—El Choclo. Vocal refrains by Tony Pastor. *Tony Pastor*

Your Fitch Bandwagon Special
B-11356–ANGELINE—I'm a Little Teapot
ART KASSEL and his Kassels-in-the-Air

For up-to-the-minute information on the latest Victor and Bluebird hits, read the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list . . . in Canada, contact RCA Victor Company, Ltd., Montreal. A Service of the Radio Corporation of America.

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For Finer Radio Performance

More plays per day with VICTOR and BLUEBIRD RECORDS

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RCA Manufacturing Company, Inc., Camden, New Jersey

Get in the Money with Music's Big Money-makers

VICTOR RECORDS

LEADING THE "HIT PARADE"

VICTOR	BLUEBIRD
27618—Tonight We Love Joe Reichman	11320—Tonight We Love Tony Martin
27586—I Don't Want to Set the World On Fire Skinnay Ennis	11291—I Don't Want to Set the World On Fire Dick Todd
27580—Jim Art Jarrett	11204—Jim Dinah Shore
27572—Shepherd's Serenade Lanny Ross	11264—Shepherd's Serenade Tony Pastor

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3★ 36442 Eddy Duchin
THE ANNIVERSARY WALTZ (W VC)
AROUND AND AROUND SHE GOES (W VC)

3½★ 36441 Kay Kyser
THANK YOUR LUCKY STARS AND STRIPES (FT VC)
HOW LONG DID I DREAM (FT VC)

3★ 36436 Xavier Cugat
TONIGHT WE LOVE (RHUMBA VC)
LOVED ONE (BOLERO VC)

4★ 36434 Harry James
MY MELANCHOLY BABY (FT VC)
MY SILENT LOVE (FT VC)

3★ 36433 Kay Kyser
HUMPTY DUMPTY HEART (FT VC)
ROMEO SMITH AND JULIET JONES (FT VC)

3★ 36431 Claude Thornhill
THE BELLS OF SAN RAQUEL (FT VC)
I FOUND YOU IN THE RAIN (FT VC)

3½★ 36430 Harry James
RANCHO PILLOW (FT VC)
THE MAN WITH THE LOLLYPOP SONG (FT VC)

3★ 36429 Benny Goodman
BUCKLE DOWN WINSOCKI (FT VC)
SHADY LADY BIRD (FT VC)

DECCA

3★ 5997 Jimmy Wakely
DON'T BITE THE HAND THAT'S FEEDING YOU (V)
LITTLE SWEETHEART (V)

3★ 4076 Woody Herman
DON'T BE BLUE, LITTLE PAL, DON'T BE BLUE (FT VC)
THREE WAYS TO SMOKE A PIPE (Instr. FT)

3½★ 4075 Jimmy Dorsey
THE SPIRIT'S GOT ME (FT VC)
CHARLESTON ALLEY (Instr. FT)

3★ 4074 The Merry Macs
ANNABELLA (V)
THE LITTLE GUPPY (V)

3★ 4072 Judy Garland
HOW ABOUT YOU? (V)
F. D. R. JONES (V)

3★ 5995 Jimmy Wakely
TRUCK DRIVER'S COFFEE STOP (STRING BAND VC)
FROGGY WENT A-COURTIN' (STRING BAND VC)

3½★ 4067 Glen Gray
THE BELLS OF SAN RAQUEL (FT VC)
MEMORY LANE (FT VC)

4★ 4065 Bing Crosby
SHEPHERD SERENADE (V)
THE ANNIVERSARY WALTZ (V)

4★ 4064 Bing Crosby with Woody Herman
DO YOU CARE (V)
HUMPTY DUMPTY HEART (V)

3½★ 4048 Glen Gray
CITY CALLED HEAVEN (FT VC)
I FOUND YOU IN THE RAIN (FT VC)

3★ 4047 Jimmy Dorsey
THE MAGIC OF MAGNOLIAS (FT VC)
DAY-DREAM (FT VC)

3★ 4046 Connie Boswell
STORMY WEATHER (V ORCH.)
GEE, BUT I HATE TO GO HOME ALONE (V ORCH.)

3½★ 4045 The Ink Spots
NOTHIN' (V INSTR. ACCOMP.)
SOMEONE'S ROCKING MY DREAM BOAT (V INSTR. ACCOMP.)

2½★ 5991 Jimmy Wakely
AFTER TOMORROW (String Band V)
GONE AND LEFT ME BLUES (String Band V)

3★ 4043 Freddie Slack
KITTEN ON THE KEYS (Instr.-Dialogue)
THAT PLACE DOWN THE ROAD A PIECE (Instr.-Dialogue)

3★ 4016 Woody Herman
MY FOOLISH HEART AND I (FT VC)
I'D LOVE YOU AGAIN (FT VC)

OKEH

3★ 6476 Charlie Spivak
AUTUMN NOCTURNE (FT VC)
THE CLOCK SONG (FT VC)

2½★ 6475 Paul Robeson with Count Basie
KING JOE PART I (BLUES FT)
KING JOE PART II (BLUES FT)

3★ 6474 Benny Goodman
LET'S DO IT (FT VC)
THE EARL (FT VC)

3★ 6469 Buddy Clark
I HATE YOU, DARLING (V)
EV'RYTHING I LOVE (V)

3½★ 6466 Tommy Tucker
CANCEL THE FLOWERS (FT VC)
SKUNK SONG (FT VC)

2½★ 6465 Gene Krupa
I THINK OF YOU (FT VC)
THE ANNIVERSARY WALTZ (WALTZ VC)

Woody Herman - - only on
DECCA

Columbia

IF IT'S A HIT — THESE DEALERS HAVE IT BY THE BEST BANDS IN THE BUSINESS!

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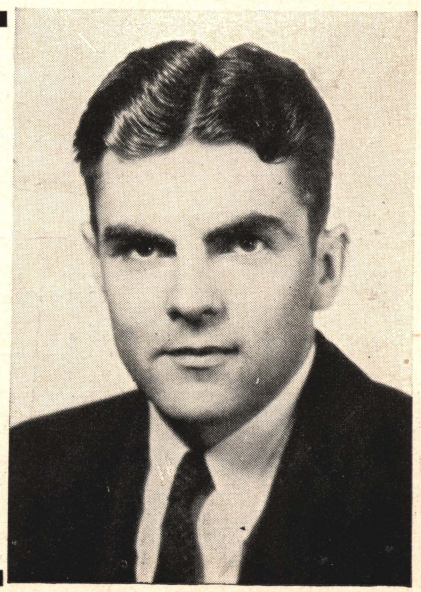
Heartiest Season's Greetings

and a big "Thank You" for making 1941 a tremendous year for Packard PLA-MOR Products.

It has been a pleasure to serve you and in 1942 I hope to continue supplying you with the profit line of the automatic music field.

ED WISLER
Packard District Manager
1446 East McKinley
Phoenix, Ariz.



Under the guidance of Forest E. Teeter, Wurlitzer Service Instructor, Service Men representing Wurlitzer Music Merchants and Distributors from all over the nation are periodically visiting the Wurlitzer Plant for Service instructions. A typical group is pictured above with Teeter, standing at the right. Otherwise, left to right, they are: Frank Allard, representing Kemmons Wilson of Memphis, Tenn.; Phil Smith of the Coin Amusement Co., Olean, N. Y.; Joe Pouthier of Pouthier Bros., Buffalo, N. Y.; Arthur Coughlin of the General Coin Machine Co., Buffalo, N. Y., and Anthony DeLeo of the General Automat Co., Altoona, Pa.

3½★ 27690 Tommy Dorsey
VIOLETS FOR YOUR FURS (FT VC)
SOMEBODY LOVES ME (FT VC)

3★ 27670 Jan Savitt
LITTLE FUGUE (FT)
IN THE HALL OF THE MOUNTAIN KING (FT)

3★ 27669 Lanny Ross
SLEIGH-BELL SERENADE (V)
AS WE WALK INTO THE SUNSET (VOCADANCE)

3½★ 27668 Joe Reichman
I'M THRILLED (FT VC)
BE FAIR (FT VC)

3★ 27667 John Kirby
TWEED ME (FT)
NIGHT WHISPERS (FT)

3★ 27665 Art Jarrett
BUCKLE DOWN, WINSOKI (FT VC)
WHAT DO YOU THINK I AM? (FT VC)

4½★ 27664 Artie Shaw
IF I LOVE AGAIN (FT)
ROCKIN' CHAIR (FT)

2½★ 27663 Sidney Bechet
LAUGHIN' IN RHYTHM (FT VC)
RIP UP THE JOINT (FT VC)

3½★ 27578 Tommy Dorsey
SWINGIN' ON NOTHIN (FT VC)
ON THE ALAMO (FT)

BUY U. S. Bonds & STAMPS for DEFENSE

3★ 6459 Cab Calloway
MRS. FINNIGAN (FT VC)
MY COO-COO BIRD (FT VC)

3½★ 6457 Les Brown
PUSHIN' ALONG (FT VC)
AS WE WALK INTO THE SUNSET (GLEE CLUB VOCAL)

3★ 6456 Dick Jurgens
CUDDLE UP A LITTLE CLOSER (FT VC)
THE BELLS OF SAN RAQUEL (WALTZ VC)

VICTOR

3½★ 27709 Ray Kinney (Hawaiian)
THE WHITE BLOSSOMS OF TAH-NI (FT VC)
NOT PAU (FT VC)

4★ 27708 Barry Wood
ANGELS OF MERCY (V) (American Red Cross Song)
ONE FOR ALL—ALL FOR ONE (V)

3★ 27707 Sidney Bechet
OH! LADY BE GOOD (FT)
ROSE ROOM (FT)

3★ 27706 Jan Savitt
EV'RY TIME (FT VC)
THERE'S A BOAT DAT'S LEAVIN' SOON FOR NEW YORK (FT VC)

3½★ 27705 Artie Shaw
MAKE LOVE TO ME (FT VC)
SOLID SAM (FT)

4★ 27704 Sammy Kaye
THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER (FT VC)
MADELAINE (FT VC)

3★ 27703 Artie Shaw
NOCTURNE
THROUGH THE YEARS (FT)

3★ 27701 Tommy Dorsey
I THINK OF YOU (FT VC)
WHO CAN I TURN TO? (FT VC)

3½★ 27700 Duke Ellington
CLEMENTINE (FT)
FIVE O'CLOCK DRAG (FT)

3★ 27699 Jan Savitt
MOONLIGHT MASQUERADE (FT VC)
M-O-T-H-E-R (FT VC)

3★ 27694 Wayne King
TIME CHANGES EVERYTHING (FT VC)
MISIRLOU (FT)

2½★ 27693 Art Jarrett
HOW LONG DID I DREAM (FT VC)
HUMPTY-DUMPTY HEART (FT VC)

3½★ 27692 Barry Wood
MADELAINE (VOCADANCE)
THIS IS NO LAUGHING MATTER (VOCADANCE)

3½★ 27691 Sammy Kaye
THE SHRINE OF SAINT CECILIA (FT VC)
SANTA CLAUS IS ON HIS WAY (FT VC)

A Merry Christmas from Bud and Ernie and All the Gang

We would like to take this opportunity to thank our customers and friends, for making 1941 an outstanding, successful year.

•

GENERAL MUSIC CO.

2277 W. Pico Blvd.
LOS ANGELES

1157 Post Street
SAN FRANCISCO

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of DOWN BEAT, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG	FIRST CHOICE	SECOND CHOICE
1—Chattanooga Choo-Choo	Glenn Miller, Bluebird	Johnny Long, Decca
2—B-I-Bi	Horace Heidt, Columbia	Carl Hoff, Okeh
3—Elmer's Tune	Glenn Miller, Bluebird	Dick Jurgens, Okeh
4—Jim	Jimmy Dorsey, Decca	Dinah Shore, Bluebird
5—Guess I'll Have to Dream	Glenn Miller, Bluebird	Bobby Bryne, Decca
6—Piano Concerto	Freddy Martin, Bluebird	C. Cavallaro, Decca
7—This Love of Mine	Tommy Dorsey, Victor	Stan Kenton, Decca
8—Clementine	Bing Crosby, Decca	———
9—You Made Me Love You	Harry James, Columbia	Judy Garland, Decca
10—Set the World on Fire	Ink Spots, Decca	Tom Tucker, Okeh
11—Jealous	Andrews Sisters, Decca	King Sisters, Bluebird
12—I Got it Bad	Duke Ellington, Victor	Vaughn Monroe, Bluebird

"SLEEPERS"

(Records Coming Up Which May Prove to be Coin Machine Hits)

JINGLE BELLS—Glenn Miller steps out with a swing version of this old Christmas song which is geared directly for the coin machines. There is plenty of vocal (Tex Beneke, Ernie Caceres, the Modernaires) and the treatment, instrumentally, is superb for nickel-nabbing. Bluebird.

ANY BONDS TODAY?—At last come *two* versions of this patriotic song which are worth placing in the boxes. Previous records lacked that "something" which pulls in the jitneys, no matter what type of location. Jimmy Dorsey with Bob Eberly and Helen O'Connell has the most unusual and catchy version, on Decca, and it's backed (the same disc) by the Andrews Sisters' singing the same song. Both are naturals and the wise op will put the same record in twice, allowing patrons to play both sides.

SOMETHING NEW—Once known as *Negra Soy*. Benny Goodman and Count Basie both made this song as an instrumental, without vocal. But it's Vaughn Monroe's Bluebird platter, with Vaughn singing in grand style, which gives the song a popular appeal. Tab as a winner.

BLUE NOCTURNE—A delightfully unique type of ballad, Count Basie is the man with the socko version, on Okeh. Earl Warren does the vocal and Tab Smith's alto sax, at slow tempo and played in soft, beautiful taste, helps sell the song. A real sleeper and worth trying.

AUTUMN NOCTURNE — Another nocturne, Claude Thornhill's Columbia and Shep Fields' Bluebird are both standouts. No vocal on either, but the song is so definitely out of the trite "Tin Pan Alley" groove that it has excellent chances of catching. Somewhat in the *Intermezzo* vein. Spot.

JUST FOR YOU—Still another new ballad, the only song of its kind ever recorded by Pete Johnson. Slow tempo. Pete plays a piano solo with rhythm section accompaniment. Okay for all locations. Decca.

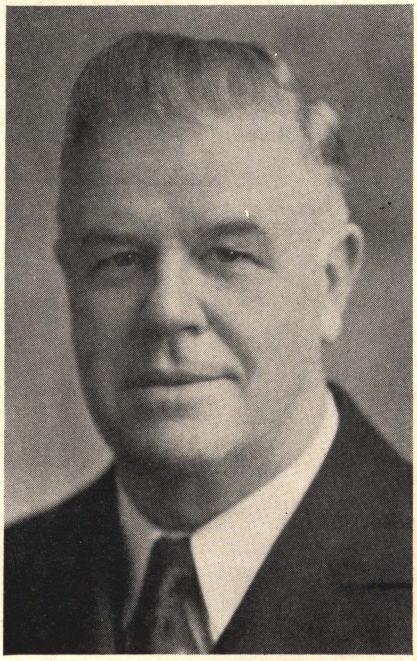
IT HAPPENED IN HAWAII—Another Jimmy Dorsey clickeroo. Again it is the Eberly-O'Connell team for a strong song selling job, and Jimmy's band handles its duties superbly, as usual. Looks good already and may be Dorsey's next hit on the boxes. Decca.

SWINGIN' ON NOTHIN'—Tommy Dorsey has this one, on Victor, which he feels will be as popular as *Yes, Indeed*. The same singers (Jo Stafford and Sy Oliver) are on deck for the lyrics. May be big.

DARLING HOW YOU LIED—From the Middlewest come enthusiastic reports on this record, by Wayne King. The corn is green but this tune is pulling in shekels, and it's worthwhile for ops on the coast and in the East to try to cash in as the Middlewesterners are doing.

(Continued on Page 58)

Bending every effort to further Uncle Sam's drive to sell Defense Savings Bonds and Stamps, The Wolf Sales Co., Wurlitzer Distributors of Denver have had painted on the wall of their new quarters the huge sign you see above. Wolf Reiwitz, President, says, "Wurlitzer Music Merchants are solidly behind this drive to make "Any Bonds Today?" the number one hit tune on every Wurlitzer Phonograph. Believe me, they're getting results."



A Statement by Bill Corcoran

We who are associated with Buckley Music System, Inc., are proud of the fact that within a few short years, Buckley Wall and Counter Boxes have achieved outstanding leadership in the field of remote control music equipment. Most gratifying to me is the consistent repeat business West Coast operators have given our various distributors. It proves that Buckley Boxes really make good on the job — that they deliver maximum revenue with a minimum of service.

And because Buckley Music Systems enjoy leadership in the industry, a penalty is thereby placed upon us. This penalty is the obligation to continually develop still greater improvements in design and construction to the end that we may help you music men to become better and more successful operators.

My sincerest wishes for an enjoyable holiday season,

Signed,

William Corcoran

Pacific Coast District Salesmanager for

BUCKLEY MUSIC SYSTEMS

Incorporated

1157 POST STREET SAN FRANCISCO, CALIF. Phone Graystone 7878

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BAER MUSIC COMPANY, 850 East Fourteenth St., Oakland, Calif.
AUBREY V. STEMLER, 807 S. W. Sixteenth Ave., Portland, Ore.
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JOE H. BAKER, 154 N. First St., Fresno, Calif.
D. B. SCOTTO, 919 Tenth St., Sacramento, Calif.
CHARLES A. ROBINSON, 1911 West Pico Blvd., Los Angeles
GENERAL MUSIC CO., 2277 West Pico Blvd., Los Angeles
1157 Post St., San Francisco

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

(Continued from Page 56)

THE WHITE CLIFFS OF DOVER— Another inspired ballad, the work of Walter Kent and Nat Burton, this one is a number one plug song and has already been waxed by Kate Smith, Kay Kyser, Sammy Kaye and others. Has solid chance of becoming a Hit Parade leader and ops shouldn't overlook it in the machines.

BLUES IN THE NIGHT — From Warner Brothers' pic of the same title. Woody Herman has the best version, on Decca, with Artie Shaw, Victor, and Cab Calloway, Okeh, runners-up. Clever novelty song with a cute vocal. Looms as a swell bet for coin machine popularity.

Turner Pursues Youth Thief in L. A.

LOS ANGELES—The perplexed folks on Pico Boulevard the other night weren't watching an incensed father chasing his offspring down the street. Indeed not! They were watching J. D. Turner, office manager at General Music Co., pursuing a 10 year old thief who had just opened General's safe and was calmly counting the cash to determine whether the haul was worth the bother when Turner chanced upon him.

The lad seemed undisturbed when Turner caught him and countered with "Good evening, Sir" and promptly made his exit with Turner in hot pursuit. The chase lasted for six blocks until the young urchin gave J. D. the slip and disappeared up an alley and over a fence—or somewhere.

Anyway he didn't take the cash. When Turner returned to the office he found the bills and silver neatly stacked on top of the safe where the young thief had left them. ◆

DECEMBER, 1941

Subscription Order

COIN MACHINE REVIEW

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Buy BONDS for DEFENSE

Interstate Novelty Co. has completed an installation of 18 Packard Pla-Mor wallboxes and a Model 600 speaker in the very popular, down-town Spokane location, Johnson's Cafe.

Mike Sessler Places Huge Wurlitzer Order

SAN FRANCISCO—With Wurlitzer District Manager W. A. "Bill" Bye looking on, Mike Sessler puts his signature to a swell order for Wurlitzer Victory Model Phonographs and Remote Control equipment.

Merle Park (left in above photo) and Ed. J. Smith, California Simplex Manager look on happily as well they may—for Mike Sessler is a prominent West Coast Music Merchant, a man who knows Phonographs from A to Z. His purchase of additional Wurlitzer equipment is a tribute indeed to Wurlitzer's superior earning power. ◆

* * *

Male Customer: "I want to buy a present for my wife."

Salesgirl: "Could I interest you in silk stockings?"

Male Customer: "Let's see about the present first."

* * *

Customer: "Are those eggs fresh?"

Grocer: "Here, boy, see if those eggs are cool enough to sell yet."

Bargain Mart

5c PER WORD, MINIMUM $1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 55c a thousand in 25,000 lots, 65c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED——
Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

SPECIAL——
We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 402 West 42nd, New York City. (AD-C)

WANTED——
Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

SLOT MACHINES REPAIRED——
Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone CItrus 3-3721. (TF-C)

WANT TO BUY——
Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

STEER HORNS FOR SALE——
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